Criteria II: Teaching – Learning and Evaluation

2.2. Catering to Student Diversity

2.2.1: The institution assesses the learning levels of the students and organizes special Programs for advanced learners and slow learners.

Assessment Year 2023-24

Supporting documents:
1. Result analysis to identify advanced learners and slow learners
2. Extra Class Time- Table for remedial classes
3. Presentation Evaluation
4. Study Notes
5. Quiz
6. Assignment

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Odd Semester

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RESULT ANALYSIS TO IDENTIFY ADVANCED LEARNERS AND SLOW LEARNERS

CRITERIA TO IDENTIFY ADVANCE AND SLOW LEARNERS

The institute has devised the following criteria to identify and differentiate between advanced learners and slow learners:

Marks less than 60% in CT	Slow Learner
Marks between 60% - 90%	Fast Learner
Marks greater than 90%	Advanced Learner

All the faculty members identify Slow and Advance Learners for their respective subjects

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Policy and Sample is attached below

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Policy to identify Slow and Advanced Learners

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Policy for Slow, Fast and Advanced Learners

The institute identifies students as Slow, Fast and Advanced learners based on the following criteria:

Marks less than 60% in CT	Slow Learner
Marks between 60% - 90%	Fast Learner
Marks greater than 90%	Advanced Learner

The institute devises a strategic plan and conducts several activities for Slow and Advanced Learners as mentioned below:

Strategies for Slow Learners:

1. Learning gaps are identified, and curricular and co-curricular activities are designed to address these gaps. Remedial classes are organized for slow learners.
2. Group discussions, aptitude tests, quizzes, and presentations are planned in advance. Additionally, assignments, lecture notes, case studies, and exercises are provided.
3. Continuous evaluation is implemented to monitor the progress of each student. Their performance is assessed in areas such as attendance, class interaction, and test results.
4. Specialized support is provided which includes Remedial / extra classes, doubt-clearing sessions, one-on-one counseling, and other academic assistance.
5. Special mentoring sessions are arranged to resolve their personal, professional, and academic concerns.

Strategies for Advanced Learners:

1. Faculty assist advanced learners to write Research Articles and facilitates them in paper presentation in various Seminars and Conferences.
2. Academic Mentoring of Advanced Learners is directed towards enhancing their skills and providing them platforms of State and national Level.
3. The placement cell also identifies and provides special edge to these students wherein their aptitude is improved and they are motivated to appear for State

and National level Exam. These Learners are considered as society President and Vice- President to motivate and direct fast and slow learners.

These tailored strategies ensure that slow, fast and advanced learners receive the necessary guidance to excel academically.

Dr Prashant Kumar

HoD- BCom

SAVING
ENERGY IS EASY

SAVE WATER!
WATER IS LIFE.

SLOW AND ADVANCE LEARNER

Assessment Year 2023-2024

Sample of BBA and B.Com is attached

SLOW AND ADVANCE LEARNER

BBA

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BBA VI (M)
PROJECT MANAGEMENT

Advanced Learner Student List BBA 6M, PROJECT MANAGEMENT (BBA 302)

S.no	Name	Enrollment no.	Class Test
1	RIA SAIGAL	00314101721	14
2	RUHI KAUR BHATIA	01214101721	14
3	KHUSHI GARG	03714101721	15
4	DHEENAN CHAWLA	04514101721	14
5	AMAN MORWANI	04714101721	14
6	AARZOO VASHISHT	05314101721	14

Fast Leaner Student List - BBA 6M, PROJECT MANAGEMENT (BBA 302)

S.no	Name	Enrollment no.	Class Test
1	SHIZA	00114101721	12
2	VANSHIKA JAUHRI	00414101721	11
3	HARSH BISHNOI	00614101721	13
4	AYUSH MANGLA	00914101721	10

5	TRIYAMBAK NATH VATS	01014101721	10
6	NIRANJAN BAFNA	01414101721	12
8	HARSH KUMAR	01614101721	12
9	AKSHITA SARASWAT	01714101721	11
10	ADITYA GOYAL	01814101721	13
11	UTKARSH JAIN	02014101721	10
12	DEV SHARMA	02114101721	10
13	RIYA	02214101721	12
14	VIPASHA RAKHEJA	02814101721	11
15	SUDHIENDRA RAO	02914101721	11
16	PRACHI VERMA	03014101721	13
17	PRAKRITI	03214101721	12
18	ANJINI SHARMA	04014101721	11
19	SHANTANU RAJ	04414101721	11
20	VANSH TANEJA	04914101721	11
21	SARTHAK BHATNAGAR	05014101721	11
22	PIYUSH SINGHAL	05414101721	10
23	SUGANDHI ARORA	35114101721	11
24	BHAVYE CHOUDHARY	35214101721	12
25	KASHISH KRISHNAN	35614101721	13

Slow Learner Student List -BBA 6M, PROJECT MANAGEMENT (BBA 302)

S.no	Name	Enrollment no.	Class Test
1	SAMEER	00214101721	7
2	AAYUSH	00514101721	6
3	MANISH KAUL	00814101721	7
4	SUFYAN HABEEBUR RAHMAN	01114101721	7
5	ROHIT JAISWAL	01314101721	8
6	CHIRAG SINGHAL	01514101721	7
8	GAURAV	01914101721	6
9	KASHISH KAINTH	02314101721	8
10	HREDESH BISHT	02414101721	9
11	RIYA AGARWAL	02514101721	0
12	ANUJ RAWAT	02614101721	9
13	CHETAN BIST	02714101721	7
14	BHAVISHYA KAPUR	03114101721	9
15	VAISHNAV NAIR	03314101721	6
16	ABHILASH PANJA	03414101721	9
17	HARSH KUMAR	03514101721	4
18	AKANKSHA BHAMBRI	03614101721	6

19	YASH KUNDWAL	03814101721	6
20	SHANTANU PATRA	03914101721	7
21	KSHITIZ RAWAT	04114101721	9
22	SAKSHYA KANOJIA	04314101721	8
23	AYUSH RAWAT	04614101721	8
24	VARUN BHARTI	04814101721	7
25	DEEPAK	05214101721	8
26	ASHUTOSH AGGARWAL	35314101721	8
27	PRATHAM SINGH	35414101721	3
28	ANSHUL TYAGI	35514101721	4

SLOW AND ADVANCE LEARNER

BCOM (H)

B.com II M

Business Law

Advanced Learner Student List - B.com II M (Business Law)

S.no	Student	Enroll. No.	CT
1	MANDEEP	71824588823	14

Fast Learner Student List- B.com II M (Business Law)

S.no	Student	Enroll. No.	CT
1	VINAYAK SHARMA	00424588823	11.5
2	VANSHIKA SACHDEVA	01024588823	11
3	JANVI ADLAKHA	01224588823	11.5
4	HRIDAY KHANCHANDANI	01624588823	10
5	TANISHA DUDEJA	01924588823	12.5
6	DISHA SEHRAWAT	03024588823	11
8	MISHTI TANEJA	70424588823	11.5
9	GHUNCHA SHARMA	70524588823	11

10	NIKHIL SHARMA	70824588823	11.5
11	RAVINDER SINGH	71724588823	11.5

Slow Learner Student List - B.com II M   Business Law

S.no	Student	Enroll. No.	CT
1	PURUSHARTH VERMA	00224588823	2
2	SHOAIB SAIFI	00324588823	4
3	RIDDHIMA AGARWAL	00524588823	8
4	RITIKA BHARDWAJ	00624588823	8.5
5	SANSKAR GOEL	00724588823	6.5
6	PRATEEK SHARMA	00924588823	8
8	SUSHANT CHANDEL	01124588823	6.5
9	SARTHAK SACHDEVA	01324588823	8.5
10	AAYUSH SHARMA	01424588823	7.5
11	ANANYA JAIN	01524588823	8
12	PALAK CHOUDHARY	01724588823	7
13	MAHAK VATS	01824588823	7
14	DEVANGI GANDHI	02024588823	9.5
15	RAGHAV SINGH	02124588823	6

16	RONAK JAIN	02224588823	7.5
17	KRISH TANDON	02424588823	8.5
18	DEEPAK PANDIT	02524588823	4.5
19	AAYUSHMAAN BUCKSHEE	02624588823	4.5
20	MEHUL BATRA	02724588823	3.5
21	ARNAV VERMA	02824588823	6
22	KANISHKA CHAUDHARY	02924588823	6
23	YASH BHATNAGAR	03124588823	6
24	VANSHIKA	35324588823	9
25	JYOTI	35524588823	5.5
26	GARVIT KOHLI	35624588823	4.5
27	AAYUSH PANCHAL	70124588823	7
28	JAYATE SUJI	70224588823	8
29	PIYUSH KUMAR	70624588823	4.5
30	KRRISH GUPTA	70724588823	9
31	ARYAN PURWAR	70924588823	9.5
32	AANYA KHANDELWAL	71024588823	5
33	ROHAN PATRA	71124588823	6.5

34	RISHIT JAIN	71224588823	3.5
35	JIGNESH RAJPUT	71424588823	6
36	SANA ARYA	71524588823	8
37	VINEET BISHWAKARMA	71624588823	6
38	KAVYA SHARMA	71924588823	7
39	SHUBHAM BHATIA	72024588823	5
40	VINAY KUMAR	72124588823	6
41	SAMEER KUMAR	72324588823	4

Extra Class Time- Table for Remedial Classes

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BBA & B.Com.(H) Remedial Time Table ODD 2023 (1.01.2024 - 5.01.2024)

Timings Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:15	10:15-11:10	11:10 - 12:05	12:05 - 13:00	13:00-13:10	13:10 - 14:05	14:05 - 15:00	15:00 - 15:55	15:55-16:10	16:10 - 17:05	17:05-18:00
Monday	B.Com.(H) I-M/E (S1)	ME Ms. Payal Sharma	B.Comm. Ms. Gurmeet	B R E A K	FA Mr. Kartik	QT Ms. Sangeeta		B R E A K				B R E A K		
	BBA I-M/E (S2)	MP & OB Dr. Preeti	EM Ms. Surbhi A		BM Ms. Usha									
	B.Com.(H) III-M/E (S3)	EM Dr. Garima	CA Dr. Pallavi		CL Dr. Prabal	BR Ms. Shweta								
	BBA III-M/E (S4)	HRM Ms. Sangeeta	EVS Dr. Surbhi		MM Dr. Vandana	BL Dr. Garima	MA Ms. Bhawna							
	B.Com(H) V-M/E (F1)	CT Ms. Kanika	BO Dr. Niti		IB Ms. Nikhita	BE Ms. Pooja								
	BBA V-M/E (F2)	BPS Ms. Surbhi A	ISM Dr. Prashant											
Tuesday	B.Com.(H) I-M/E (S1)	MP & OB Ms. Payal	B.Comm. Ms. Gurmeet	B R	FA Mr. Kartik	ME Ms. Payal Sharma	IT Ms. Payal	B R				B R		

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Day	Class			BREAK				BREAK					BREAK		
	BBA I-M/E (S2)	FA & A Dr. Priyanka	IT Mr. Umesh	E A K	BE-I Ms. Shruti	MP & OB Dr. Preeti		E A K					E A K		
	B.Com.(H) III-M/E (S3)	HRM Ms. Arti V	CL Dr. Prabal		GD & IS Dr. Rashmi	BR Ms. Shweta									
	BBA III-M/E (S4)	MM Dr. Vandana	BL Dr. Garima		EVS Dr. Surbhi	MA Ms. Bhawna	HRM Ms. Sangeeta								
	B.Com(H) V-M/E (F1)	BO Dr. Niti	BE Ms. Pooja		IB Ms. Nikhita										
	BBAV-M/E (F2)	FMMs. Kanika	GSTMs. Shruti		ISMDr. Prashant										
Wednesday	B.Com.(H) I-M/E (S1)	MP & OB Ms. Payal	ME Ms. Payal Sharma	B R E A K	QT Ms. Sangeeta	B.Comm. Ms. Gurmeet	FA Mr. Kartik	B R E A K					B R E A K		
	BBA I-M/E (S2)	BM Ms. Usha	MP & OB Dr. Preeti		FA & A Dr. Priyanka	BE-I Ms. Shruti									

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Day	Class												
	B.Com.(H) III-M/E (S3)	CA Dr. Pallavi	CL Dr. Prabal	A K	BR Ms. Shweta	HRM Ms. Arti V		A K			A K		
	BBA III-M/E (S4)	HRM Ms. Sangeeta	POM Ms. Nikhita		BRM Ms. Shweta	MM Dr. Vandana	MA Ms. Bhawna						
	B.Com(H) V-M/E (F1)	CT Ms. Kanika	BE Ms. Pooja										
	BBA V-M/E (F2)	FM Ms. Kanika	ISM Dr. Prashant		GST Ms. Shruti								
Thursday	B.Com.(H) I-M/E (S1)	ME Ms. Payal Sharma	QT Ms. Sangeeta	B R E A K	IT Ms. Payal	MP & OB Ms. Payal		B R E A K			B R E A K		
	BBA I-M/E (S2)	FA & A Dr. Priyanka	BE-I Ms. Shruti		MP & OB Dr. Preeti	BM Ms. Usha	IT Mr. Umesh						
	B.Com.(H) III-M/E (S3)	HRM Ms. Arti V	CA Dr. Pallavi		GD & IS Dr. Rashmi	EM Dr. Garima							

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	BBA III-M/E (S4)	MA Ms. Bhawna	BL Dr. Garima		BRM Ms. Shweta	EVS Dr. Surbhi	POM Ms. Nikhita						
	B.Com(H) V-M/E (F1)	BO Dr. Niti	IB Ms. Nikhita		CT Ms. Kanika								
	BBAV-M/E (F2)	GSTMs. Shruti	BPSMs. Surbhi A		FMMs. Kanika								
Friday	**B.Com.(H) I-M/E (S1)**	B.Comm. Ms. Gurmeet	MP & OB Ms. Payal	**B R E A K**	QT Ms. Sangeeta	FA Mr. Kartik		**B R E A K**				**B R E A K**	
	BBA I-M/E (S2)	IT Mr. Umesh	BE-I Ms. Shruti		FA & A Dr. Priyanka	EM Ms. Surbhi A	BM Ms. Usha						
	B.Com.(H) III-M/E (S3)	HRM Ms. Arti V	CA Dr. Pallavi		CL Dr. Prabal								
	BBA III-M/E (S4)	POM Ms. Nikhita	BL Dr. Garima		EVS Dr. Surbhi	HRM Ms. Sangeeta	BRM Ms. Shweta						

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B.Com(H) V-M/E (F1)	BE Ms. Pooja	BO Dr. Niti		IB Ms. Nikhita	CT Ms. Kanika							
BBA V-M/E (F2)	BPS Ms. Surbhi A	FM Ms. Kanika										

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Presentation Analysis

Presentations are evaluated out of 5 marks for First year and 2 marks for Third year

BBA

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S.No	Enrollment No.	Name of the student	Topic	Date of Submission	Presentation
		STUDENT PROJECT/PRESENTATION SUBMISSION LIST BBA I (M)			
		Business Mathematics			
1	00114101723	SRISHTI GURSEY			5
2	00214101723	PIYUSH			5
3	00314101723	OM GUSAIN			5
4	00414101723	VIPUL BHATT			5
5	00514101723	MOHD ABAAN			5
6	00614101723	PARDEEP SINGH	Matrices: Types and Operations	05.10.2023	3
7	00714101723	ADITI BHARDWAJ			5
8	00814101723	CHETNA SINGH			2
9	00914101723	PRANAV GARG			5
10	01014101723	AASHIMA GILL			5
11	01114101723	GEETIKA NEGI	Different Method of finding Solutions of Systel Linear Equations	12.10.2023	5
12	01214101723	RUPESH			5
13	01314101723	RAHUL GULATI			0
14	01414101723	SAHIL KHANNA			5
15	01514101723	SARTHAK BISHT			5
16	01614101723	AAYUSH BATRA			5
17	01714101723	HARSHITA BATRA			5
18	01814101723	RITIKA	Applications of Matrix Algebra	19.10.2023	5
19	01914101723	DISHA TUTEJA			4
20	02014101723	SRISHTI SHARMA	Permutation and Combination	26.10.2023	4

No.	ID	Name	Topic	Date	Marks
21	02114101723	SALONI ANAND			4
22	02214101723	LAKSHAY KOHLI			4
23	02314101723	ANMOL CHOUDHARY			4
24	02414101723	VANSHIKA TYAGI			3
25	02514101723	ISHITA GOEL			4
26	02614101723	YASHIKA SANWARIA			0
27	02714101723	SHUBHAM CHOUDHARY			1
28	02814101723	BHAVIKA JAIN			5
29	02914101723	NOMISH KUMAR	Aritmetic and Geometric Progression	16.11.2023	4
30	03014101723	ANSHPREET CHHABRA			1
31	03114101723	NAMAN SETH			0
32	03214101723	JAI KAPOOR			3
33	03314101723	DIVYAM SHARMA			0
34	03414101723	BHUPISHA JAIN			5
35	03514101723	SHUBHAM SHARMA			4
36	03614101723	MAINAK DAS	Functions	23.11.2023	5
37	03714101723	ARYAN SURI			1
38	03814101723	ISHAN SHUKLA			3
39	03914101723	ANISHA GULATI			5
40	04014101723	YOGESH SINGH CHAUHAN			5
41	04114101723	MANMOHAN SHARMA	Partial Differentiations and Apllied Optimization Problems		4
42	04214101723	DURVISH SHARMA		30.11.2023	0
43	04314101723	KHUSHI SWARUP AGGARWAL	Integration and Types of Integration	01.12.2023	4

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44	04414101723	UMANG ARORA	Techniques		4
45	04514101723	RHYTHM MEHTA			5
46	04614101723	RAGHAV PATWARI			5
47	04714101723	BIBOSWAN SHOME			0
48	04814101723	PUNEET DHINGRA			0
49	04914101723	PRANSHUL ARYA			2
50	05014101723	SARTHAK RAJ SINGH			0
51	05114101723	DHRUV GOYAL			2
52	05214101723	SIDDHARTH KUNWAR			3
53	05314101723	SIMRAN KAUR	Application of Integral Calculus	08.12.2023	1
54	05414101723	MANAV PUNDHIR			2
55	35114101723	KARTIK GUPTA			5
56	35214101723	AKDAS ALI			3
57	35314101723	SUYASH GARG	Probability and Probability Distribution	11.12.2023	0
58	35414101723	BHAVISHYA CHUGH			**0**
59	35514101723	AADITYA JAIN			3
60	35614101723	AANYA ARORA			0
61	70114101723	ROZALI NAYAK	Leiontiff Input and Output Model	11.12.2023	2

BCOM

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S.No	Enrollment No.	Name of the student	Topic	Date of Submission	Presentation
		STUDENT PROJECT/PRESENTATION SUBMISSION LIST B.COM(H) V (E)			
		Basics of Econometrics			
1	00124588821	AMAN AGRAHARI			2
2	00224588821	NEHA DESWAL			1
3	00424588821	AASHIMA MAHAJAN			2
4	00524588821	AAKASH SHARMA			2
5	00624588821	KHUSHBOO ARORA			2
6	00724588821	SANCHIT KUMAR	Econometrics of It's Models	03.10.2023	2
7	00824588821	YASH THAKUR			1
8	00924588821	SHASHVAT SHARMA			2
9	01024588821	GARVIT BATRA			2
10	01124588821	ANSH CHAUHAN			2
11	01224588821	PIYUSH JINDAL			1
12	01324588821	SIDDHANT CHUGH	Probability	10.10.2023	2
13	01424588821	DIVYESH BALODI			2
14	01524588821	SAMIT SATIJA			2
15	01624588821	NAMIT SATIJA			2
16	01724588821	SWAYAM GUPTA			1
17	01824588821	KANIKA RAWAT	Statistical Inferences, Estimators and their properties		2
18	01924588821	ALI FAWWAZ MIRZA		17.10.2023	2
19	02024588821	DEBRAJ ROY	Baye's Theorem and Conditional Distribution		2
20	02124588821	HARSHIT RAWAT		24.10.2023	1

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21	02224588821	DAKSH ARORA			2
22	02324588821	SHIVAM SALUJA			1
23	02424588821	ASHISH KUMAR JHA			1
24	02524588821	AADESH KUMAR GULATI			2
25	02624588821	KESHAV SHARMA			2
26	02724588821	AADARSH SHARMA			2
27	02824588821	AMAN PANDEY			2
28	02924588821	P J PHILIP			1
29	03024588821	HIMANSHU			2
30	03124588821	ANUBHAV	Simple Regression Model	31.10.2023	2
31	03224588821	SANCHITA BISHT			2
32	03324588821	BHUMI TIWARI			1
33	03424588821	ANJALI SAXENA			2
34	03524588821	HARSH GOYAL			1
35	03624588821	VAIBHAV MENDIRATTA			2
36	03724588821	SAKSHAM SHARMA	Normal Distribution	07.11.2023	2
37	03824588821	YANNIK ARYA			2
38	04024588821	ARYAN TYAGI			1
39	04124588821	SHREYA CHUGH			1
40	04224588821	VRINDA SETHI			1
41	04324588821	PAVITSINGHBAWA			1
42	04424588821	SINJEET RAI	Hypothesis Testing	14.11.2023	1
43	04524588821	HIMANSHU SHARMA	Multiple Regression Model	21.11.2023	1

44	04624588821	AARUSHI BHARDWAJ			2
45	35124588821	FAZAL AHMAD			2
46	35224588821	NANDINI SINGH			2
47	35324588821	TANISHQ BHATIA			2
48	35424588821	SANYA GERA			2
49	35524588821	SHUBH SHARMA			2
50	35624588821	RIJUL BHATIA	Goodness of Fit	27.11.2023	2

Sample Presentation

MATRIX ALGEBRA

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Pardeep Singh

BBA 1 M

DEFINITION

- A matrix is a rectangular array of numbers arranged in rows and columns. The array of numbers below is an example of a matrix.

$$\begin{bmatrix} 1 & 2 & 8 & 1 \\ 4 & 11 & 23 & 5 \\ 6 & -1 & 3 & 0 \end{bmatrix}$$

APPLICATION OF MATRIX ALGEBRA

- Matrix algebra is used quite a bit in advanced statistics, largely because it provides two benefits:
- Compact notation for describing sets of data and sets of equations
- Efficient methods for manipulating sets of data and solving sets of equations.

TERMS ASSOCIATED WITH A MATRIX

- Matrix elements: Consider the 2x4 order matrix below, in which matrix elements are represented entirely by symbols.

$$\begin{bmatrix} a_{11} & a_{12} & a_{13} & a_{14} \\ a_{21} & a_{22} & a_{23} & a_{24} \end{bmatrix}$$

- Here first subscript refers to the row number and the second subscript, to the column number.

- The number of rows and columns that a matrix has is called its dimension or its order.

TYPES OF MATRICES

- 1. Rectangular Matrix
- 2. Row Matrix
- 3. Column Matrix
- 4. Square Matrix
- 5. Diagonal Matrix
- 6. Scalar Matrix
- 7. Unit or Identity Matrix
- 8. Null/ Void/ Zero Matrix
- 10. Equal Matrices
- 11. Triangular matrix

FEW EXAMPLES……

- $\begin{bmatrix} 1 & 0 & 1 \\ 3 & 2 & 2 \end{bmatrix}$

- $\begin{bmatrix} 1 & 2 & 3 & 4 & 5 \end{bmatrix}$ $\qquad\qquad$ $\begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix}$

- $\begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 8 \end{bmatrix}$ $\qquad$ $\begin{bmatrix} 1 & 0 & 0 \\ 0 & 5 & 0 \\ 0 & 0 & 8 \end{bmatrix}$ $\qquad$ $\begin{bmatrix} 1 & 0 & 0 \\ 3 & 5 & 0 \\ 6 & 0 & 8 \end{bmatrix}$

- $\begin{bmatrix} 5 & 0 & 0 \\ 0 & 5 & 0 \\ 0 & 0 & 5 \end{bmatrix}$ $\qquad$ $\begin{bmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{bmatrix}$ $\qquad$ $\begin{bmatrix} 1 & 2 & 0 \\ 0 & 0 & 0 \\ 0 & 0 & 8 \end{bmatrix}$

MATRIX OPERATIONS

- Addition of matrices

- Scalar Multiplication

- Multiplication of Matrices

- Transpose of Matrix

- **<u>Determinant</u>**

To every square matrix A = [aij] of order n, we can associate a number (real or complex) called determinant of the square matrix A.

It is also denoted by | A | or det A or ∆A.

- **<u>Submatrix</u>**

A matrix obtained by removing a row(s) or a column(s) or both from a matrix is known as a submatrix of that matrix.

$$A = \begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 1 \end{bmatrix}$$

FEW MORE TYPES OF MATRICES

- Non Singular Matrix

- Singular Matrix

- Symmetric Matrix

- Skew Symmetric Matrix

THANK YOU

A **Normal distribution** is a continuous probability distribution for a random variable, x. The graph of a normal distribution is called the **Normal curve.**
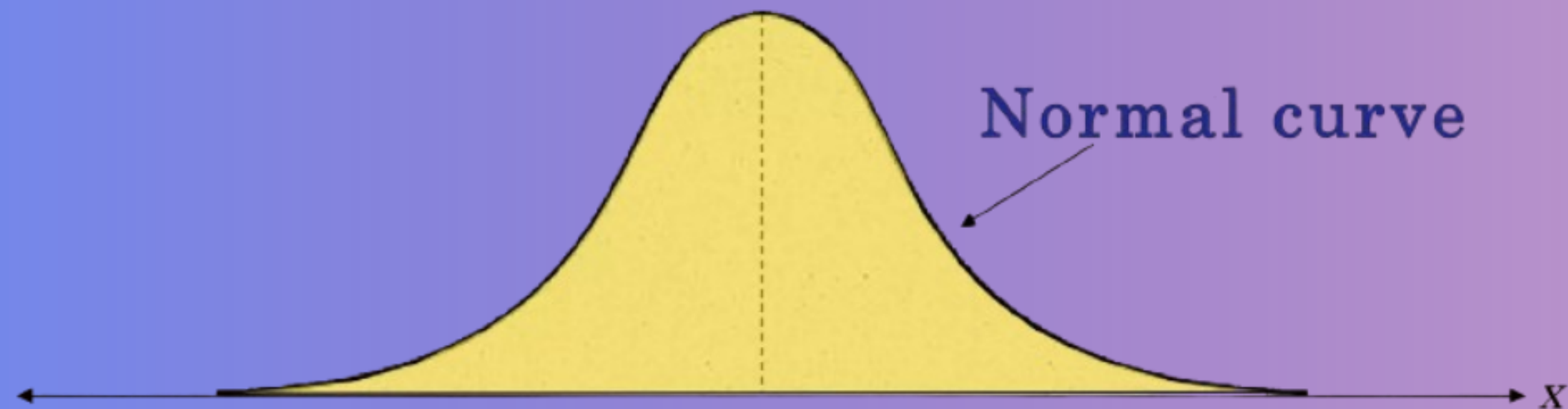
Normal curve

Properties of Normal Distribution

- The mean, median, and mode are equal.
- The normal curve is bell-shaped and symmetric about the mean.
- The total area under the curve is equal to one.
- The normal curve approaches, but never touches the x axis as it extends farther and farther away from the mean.
- Between $\mu - \sigma$ and $\mu + \sigma$ (in the center of the curve), the graph curves downward.
- The graph curves upward to the left of $\mu - o$ and to the right of $\mu + o$. The points at which the curve changes from curving upward to curving downward are called the *inflection points*.

If x is a continuous random variable having a normal distribution with mean p and standard deviation o, you can graph a normal curve with the equation

$$y = \frac{1}{\sigma\sqrt{2\pi}} e^{-(x-\mu)^2/2\sigma^2} \qquad e \approx 2.178 \qquad \pi = 3.14$$

Inflection points

Total area = 1

$\mu - 3\sigma \qquad \mu - 2\sigma \qquad \mu - \sigma \qquad \mu \qquad \mu + \sigma \qquad \mu + 2\sigma \qquad \mu + 3\sigma$
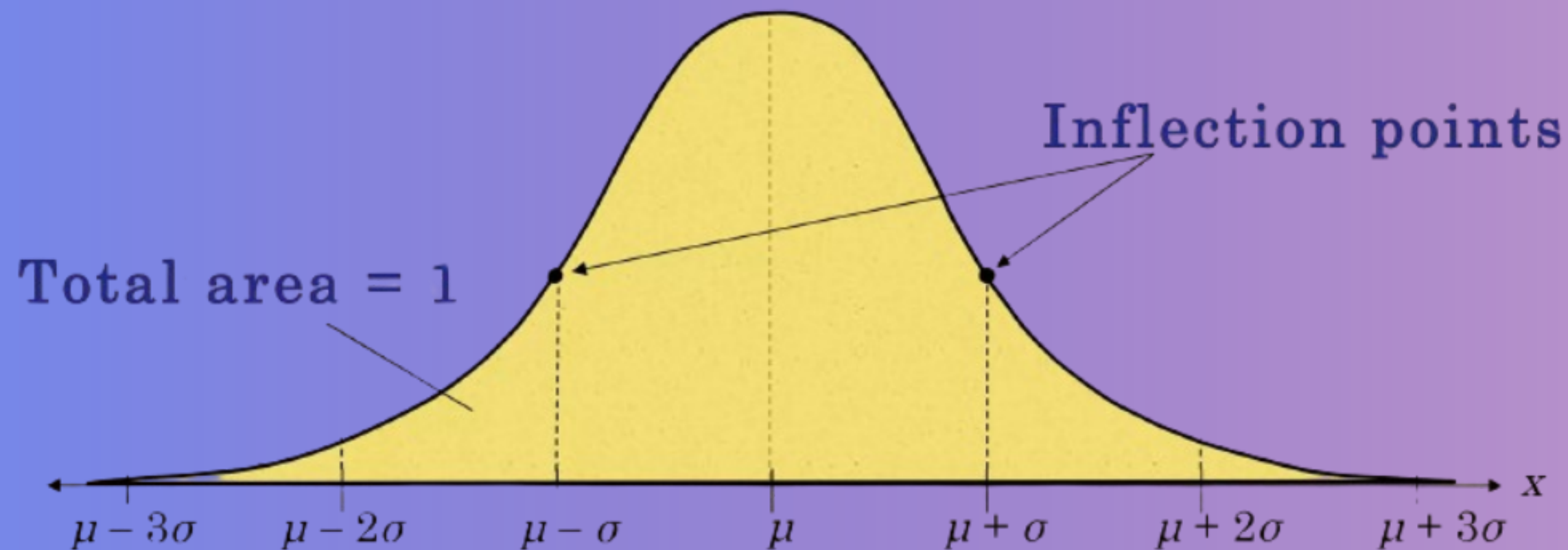
Mean & Standard Deviation

A normal distribution can have any mean and any positive standard deviation.

Inflection points

The mean gives the location of the line of symmetry.

Inflection points
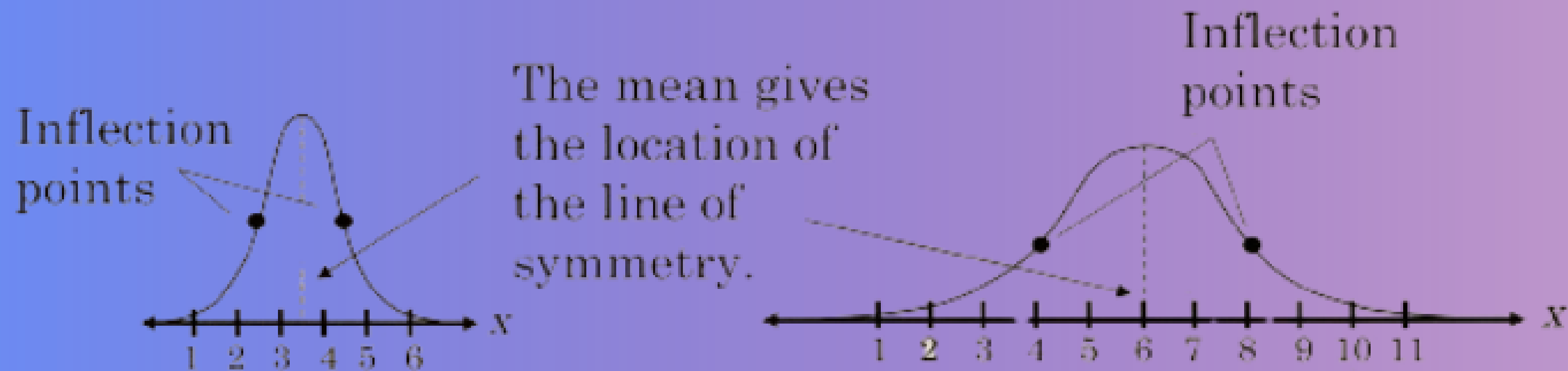
Mean: $\mu = 3.5$

Standard deviation: $\sigma \approx 1.3$

Mean: $\mu = 6$

Standard deviation: $\sigma \approx 1.9$

The standard deviation describes the spread of the data.

Standard Normal Distribution Curve

The standard normal distribution is a normal distribution with a mean of 0 and a standard deviation of Any value can be transformed into a z-score by using the formula for "z"

$$z = \frac{\text{Value} - \text{Mean}}{\text{Standard deviation}}$$

Properties of the Standard Normal Distribution

- The cumulative area is close to 0 for z-scores close to $z = -3.49$.

- The cumulative area increases as the z-scores increase.

- The cumulative area for $z = 0$ is 0.5000.

- The cumulative area is close to 1 for z-scores close to $z = 3.49$

Example:
Find the area under the standard normal curve to the right of $z = 0.94$.

0.8264

Always draw the curve!

$1 - 0.8264 = 0.1736$

0

0.94

z
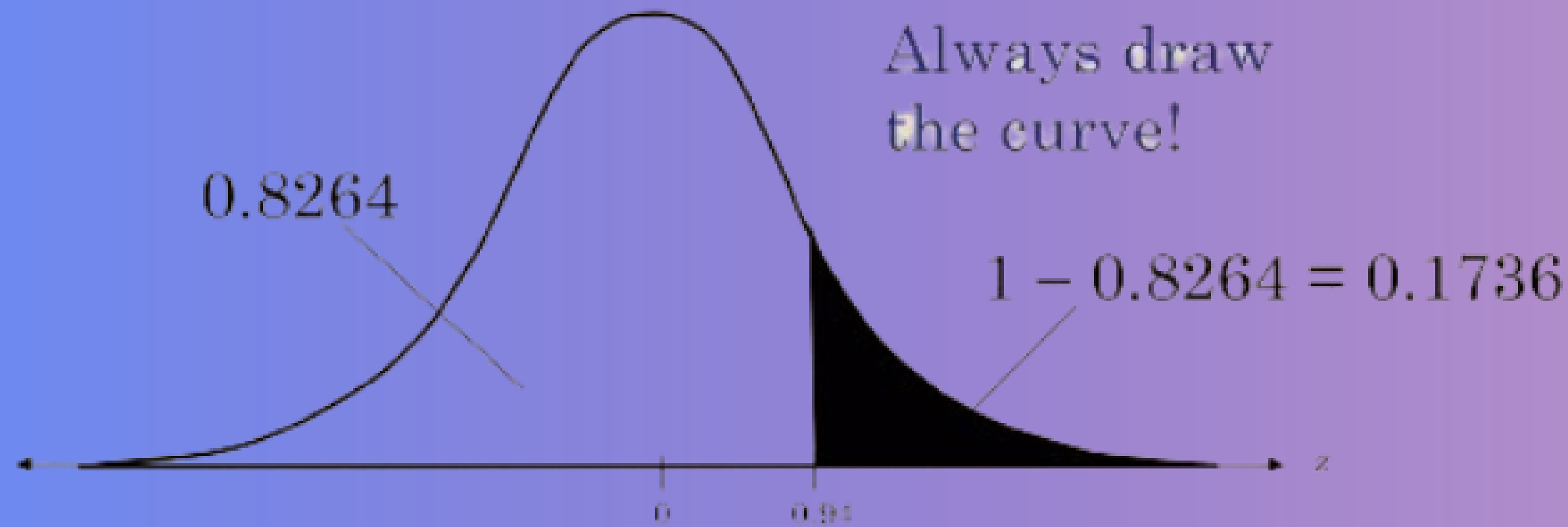
From the Standard Normal Table, the area is equal to 0.1736.

Finding Probabilities

If a random variable, x, is normally distributed, you can find the probability that x will fall in a given interval by calculating the area under the normal curve for that interval.

$P(x < 15)$

$\mu = 10$
$o = 5$

$\mu = 10$ 15

X
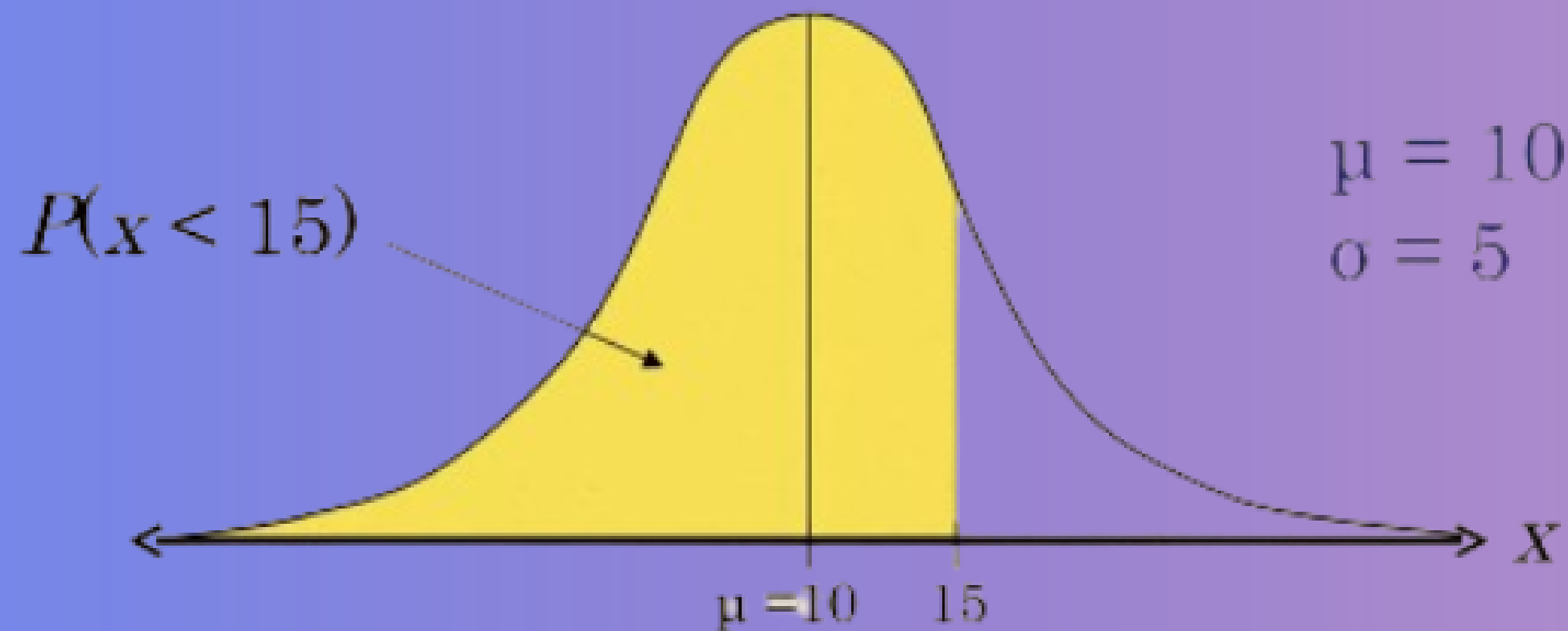
Example:
The average on a statistics test was 78 with a standard deviation of 8. If the test scores are normally distributed, find the probability that a student receives a test score less than 90.

$\mu = 78$
$\sigma = 8$

$P(x < 90)$

μ 78   90

$\mu = 0$ 1?5
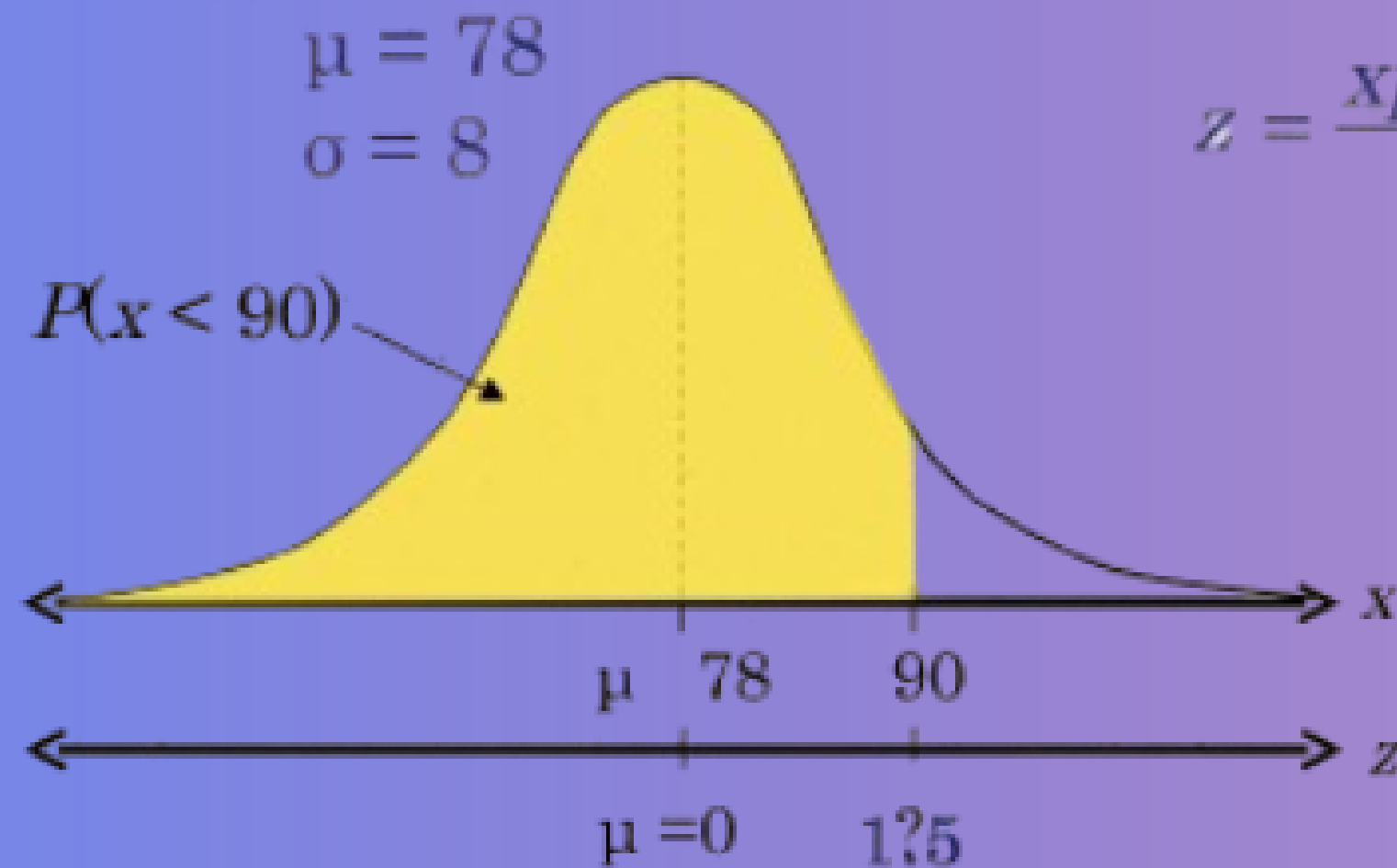
$z = \dfrac{X - \mu}{\sigma} = \dfrac{90 - 78}{8}$

$= 1.5$

The probability that a student receives a test score less than 90 is 0.9332.

$P(x < 90) = P(z < 1.5) = 0.9332$

THANK YOU

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Study Notes

BBA

Sample

Study Notes for Financial Modelling are attached

CONDITIONAL FORMAT IN EXCEL 2010

Conditional Formatting

MS Excel 2010 Conditional Formatting feature enables you to format a range of values so that values outside certain limits,are automatically formatted.

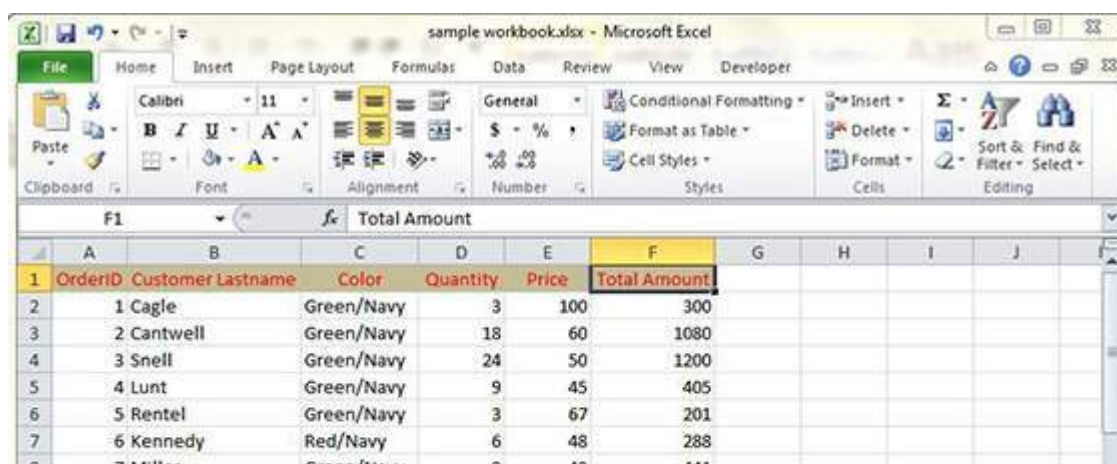Choose **Home Tab » Style group » Conditional Formatting dropdown.**

Various conditional formatting options

- **Highlight Cells Rules :** It opens a continuation menu with various options for defining formatting rules that highlight the cells in the cell selection that contain certain values, text, or dates, or that have values greater or less than a particular value, or that fall within a certain ranges of values.

Suppose you want to find cell with Amount 0 and Mark them as red.Choose **Range of cell » Home Tab » Conditional Formatting DropDown » Highlight Cell Rules » Equal To**
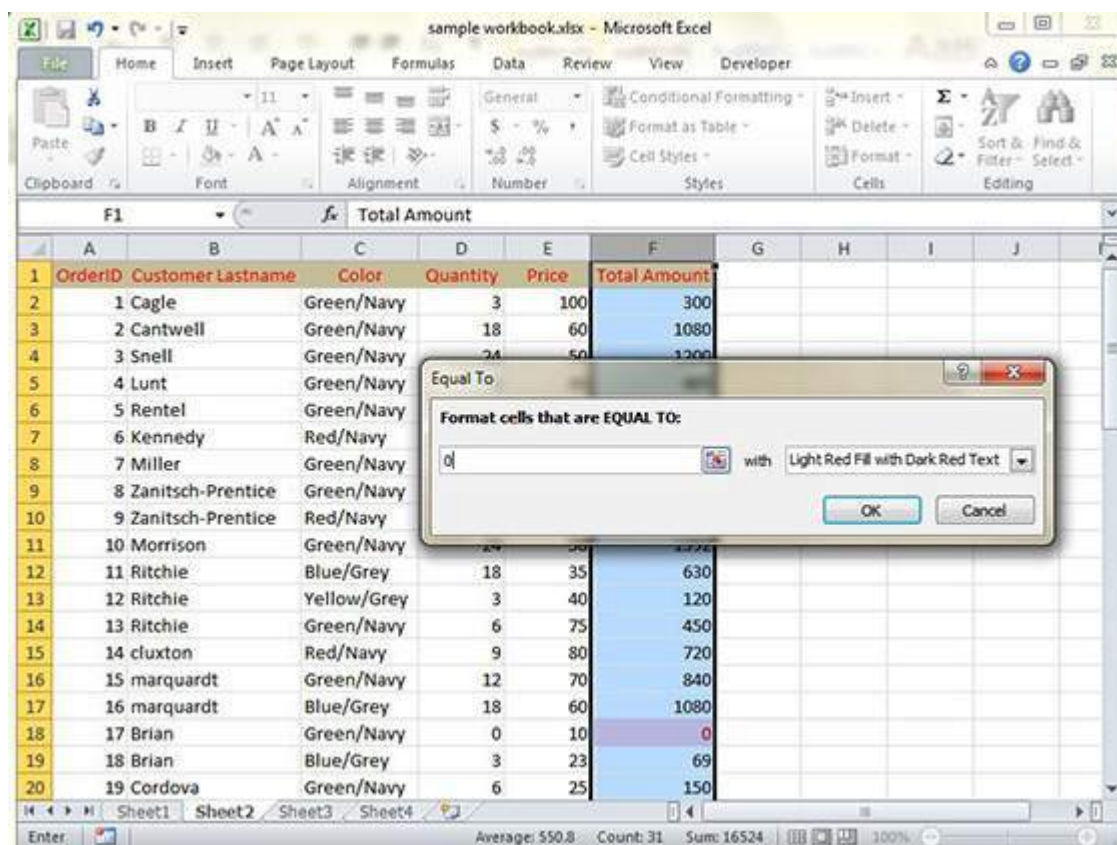
After Clicking ok the cells with value zero are marked as red.

- **Top/Bottom Rules :** It opens a continuation menu with various options for defining formatting rules that highlight the top and bottom values, percentages, and above and below average values in the cell selection.

Suppose you want to highlight top 10% rows you can do this with these Top/Bottom rules

- **Data Bars :** It opens a palette with different color data bars that you can apply to the cell selection to indicate their values relative to each other by clicking the data bar thumbnail.

With this conditional Formatting data Bars will appear in each cell.

- **Color Scales :** It opens a palette with different three- and two-colored scales that you can apply to the cell selection to indicate their values relative to each other by clicking the color scale thumbnail.

See below screenshot with Color Scales conditional formatting applied.
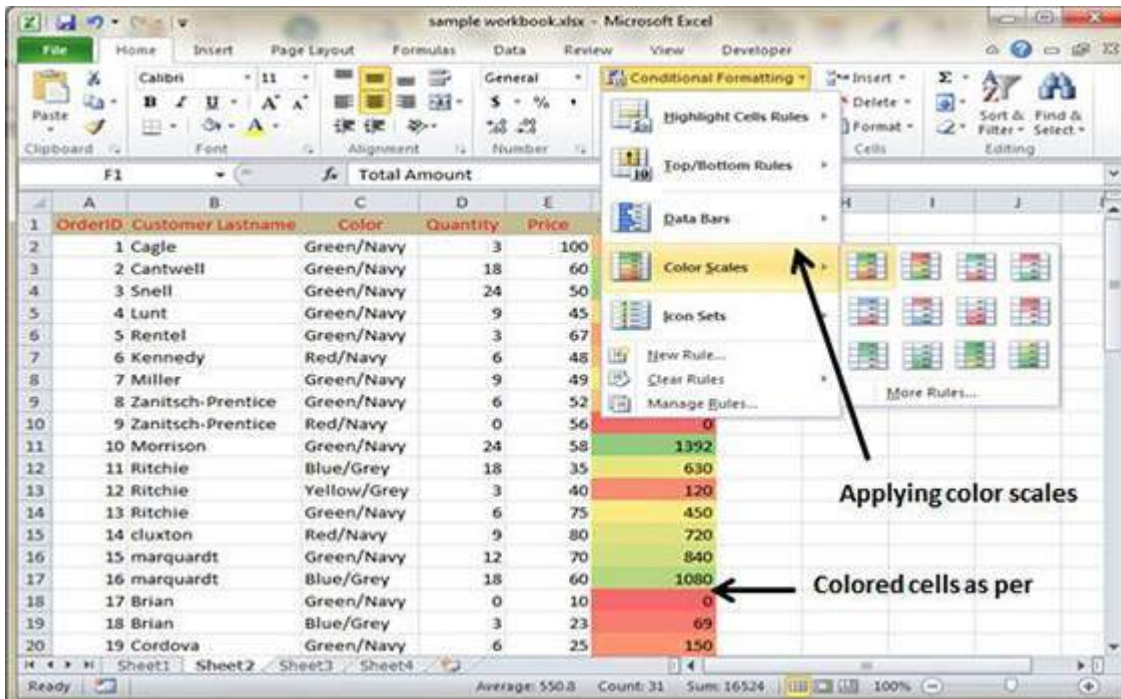
- **Icon Sets :** It opens a palette with different sets of icons that you can apply to the cell selection to indicate their values relative to each other by clicking the icon set.

See below screenshot with Icon Sets conditional formatting applied.
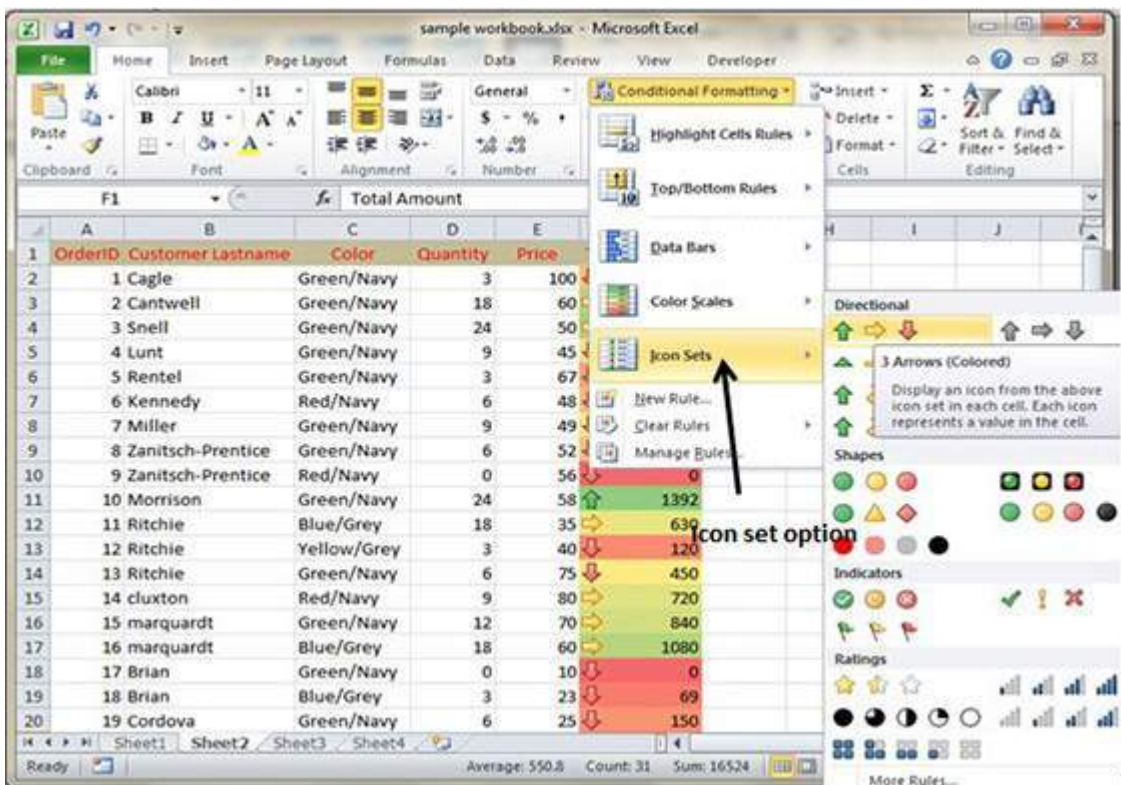
- **New Rule :** It opens the New Formatting Rule dialog box, where you define a custom conditional formatting rule to apply to the cell selection.

- **Clear Rules :** It opens a continuation menu, where you can remove conditional formatting rules for the cell selection by clicking the Selected Cells option, for the entire worksheet by clicking the Entire Sheet option, or for just the current data table by clicking the This Table option.

- **Manage Rules :** It opens the Conditional Formatting Rules Manager dialog box, where you edit and delete particular rules as well as adjust their rule precedence by moving them up or down in the Rules list box.

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BCom

Sample

Study Notes for Micro Economics are attached

Introduction

An important aspect of demand analysis from the management point of view is concerned with forecasting demand for products, either existing or new. Demand forecasting refers to an estimate of most likely future demand for product under given conditions. Such forecasts are of immense use in making decisions with regard to production, sales, investment, expansion, employment of manpower etc., both in the short run as well as in the long run.

Meaning And Features

Demand forecasting seeks to investigate and measure the forces that determine sales for existing and new products. Generally companies plan their business – production or sales in anticipation of future demand. Hence forecasting future demand becomes important. In fact it is the very soul of good business because every business decision is based on some assumptions about the future whether right or wrong, implicit or explicit. The art of successful business lies in avoiding or minimizing the risks involved as far as possible and face the uncertainties in a most befitting manner .**Thus Demand Forecasting refers to an estimation of most likely future demand for a product under given conditions.**

Important features of demand forecasting

- It is basically a guess work – but it is an educated and well thought out guesswork.
- It is in terms of specific quantities
- It is undertaken in an uncertain atmosphere.
- A forecast is made for a specific period of time which would be sufficient to take a decision and put it into action.
- It is based on historical information and the past data.
- It tells us only the approximate demand for a product in the future.
- It is based on certain assumptions.
- It cannot be 100% precise as it deals with future expected demand

Demand forecasting is needed to know whether the demand is subject to cyclical fluctuations or not, so that the production and inventory policies, etc, can be suitably formulated

Demand forecasting is generally associated with forecasting sales and manipulating demand. A firm can make use of the sales forecasts made by the industry as a powerful tool for formulating sales policy and sales strategy. They can become action guides to select the course of action which will maximize the firm's earnings. When external economic factors like the size of market, competitors attitudes, movement in prices, consumer tastes, possibilities of new threats from substitute products etc, influence sales forecasting, internal factors like money spent on advertising, pricing policy, product improvements, sales efforts etc., help in manipulating demand. To use demand forecasting in an active rather than a passive way, management must recognize the degree to which sales are a result not only of external economic environment but also of the action of the company itself. ¼br />

Managerial uses of demand forecasting:

In the short run:

Demand forecasts for short periods are made on the assumption that the company has a given production capacity and the period is too short to change the existing production capacity. Generally it would be one year period.

- **Production planning**: It helps in determining the level of output at various periods and avoiding under or over production.
- **Helps to formulate right purchase policy:** It helps in better material management, of buying inputs and control its inventory level which cuts down cost of operation.
- **Helps to frame realistic pricing policy:** A rational pricing policy can be formulated to suit short run and seasonal variations in demand.
- **Sales forecasting:** It helps the company to set realistic sales targets for each individual salesman and for the company as a whole.
- **Helps in estimating short run financial requirements:** It helps the company to plan the finances required for achieving the production and sales targets. The company will be able to raise the required finance well in advance at reasonable rates of interest.
- **Reduce the dependence on chances:** The firm would be able to plan its production properly and face the challenges of competition efficiently.
- **Helps to evolve a suitable labour policy:** A proper sales and production policies help to determine the exact number of labourers to be employed in the short run.

In the long run:

Long run forecasting of probable demand for a product of a company is generally for a period of 3 to 5 or 10 years.

1.Business planning

It helps to plan expansion of the existing unit or a new production unit. Capital budgeting of a firm is based on long run demand forecasting.

2.Financial planning:

It helps to plan long run financial requirements and investment programs by floating shares and debentures in the open market.

3.Manpower planning :

It helps in preparing long term planning for imparting training to the existing staff and recruit skilled and efficient labour force for its long run growth.

4.Business control :

Effective control over total costs and revenues of a company helps to determine the value and volume of business. This in its turn helps to estimate the total profits of the firm. Thus it is possible to regulate business effectively to meet the challenges of the market.

5.Determination of the growth rate of the firm :

A steady and well conceived demand forecasting determine the speed at which the company can grow.

6.Establishment of stability in the working of the firm :

Fluctuations in production cause ups and downs in business which retards smooth functioning of the firm. Demand forecasting reduces production uncertainties and help in stabilizing the activities of the firm.

7.Indicates interdependence of different industries :

Demand forecasts of particular products become the basis for demand forecasts of other related industries, e.g., demand forecast for cotton textile industry supply information to the most likely demand for textile machinery, colour, dye-stuff industry etc.,

8.More useful in case of developed nations:

It is of great use in industrially advanced countries where demand conditions fluctuate much more than supply conditions.

The above analysis clearly indicates the significance of demand forecasting in the modern business set up.

Levels Of Demand Forecasting

Demand forecasting may be undertaken at three different levels, viz., micro level or firm level, industry level and macro level.

Micro level or firm level

This refers to the demand forecasting by the firm for its product. The management of a firm is really interested in such forecasting. Generally speaking, demand forecasting refers to the forecasting of demand of a firm.

Industry level

Demand forecasting for the product of an industry as a whole is generally undertaken by the trade associations and the results are made available to the members. A member firm by using such data and information may determine its market share.

Macro-level

Estimating industry demand for the economy as a whole will be based on macro-economic variables like national income, national expenditure, consumption function, index of industrial production, aggregate demand, aggregate supply etc, Generally, it is undertaken by national institutes, govt. agencies etc. Such forecasts are helpful to the Government in determining the volume of exports and imports, control of prices etc.

The managerial economist has to take into consideration the estimates of aggregate demand and also industry demand while making the demand forecast for the product of a particular firm.

Criteria For Good Demand Forecasting

Apart from being technically efficient and economically ideal a good method of demand forecasting should satisfy a few broad economic criteria. They are as follows:

*   **Accuracy:** Accuracy is the most important criterion of a demand forecast, even though cent percent accuracy about the future demand cannot be assured. It is generally measured in terms of the past forecasts on the present sales and by the number of times it is correct.
*   **Plausibility:** The techniques used and the assumptions made should be intelligible to the management. It is essential for a correct interpretation of the results.
*   **Simplicity:** It should be simple, reasonable and consistent with the existing knowledge. A simple method is always more comprehensive than the complicated one
*   **Durability:** Durability of demand forecast depends on the relationships of the variables considered and the stability underlying such relationships, as for instance, the relation between price and demand, between advertisement and sales, between the level of income and the volume of sales, and so on.
*   **Flexibility:** There should be scope for adjustments to meet the changing conditions. This imparts durability to the technique.
*   **Availability of data:** Immediate availability of required data is of vital importance to business. It should be made available on an up-to-date basis. There should be scope for making changes in the demand relationships as they occur.
*   **Economy:** It should involve lesser costs as far as possible. Its costs must be compared against the benefits of forecasts
*   **Quickness**: It should be capable of yielding quick and useful results. This helps the management to take quick and effective decisions.

Thus, an ideal forecasting method should be accurate, plausible, durable, flexible, make the data available readily, economical and quick in yielding results.

Analyze different methods demand forecasting for both old and new products

Methods or Techniques of Forecasting

Demand forecasting is a highly complicated process as it deals with the estimation of future demand. It requires the assistance and opinion of experts in the field of sales management. While estimating future demand, one should not give too much of importance to either statistical information, past data or experience, intelligence and judgment of the experts. Demand forecasting, to become more realistic should consider the two aspects in a balanced manner. Application of commonsense is needed to follow a pragmatic approach in demand forecasting.

Broadly speaking, there are two methods of demand forecasting. They are: 1.Survey methods and 2 Statistical methods.

Methods of demand forecasting
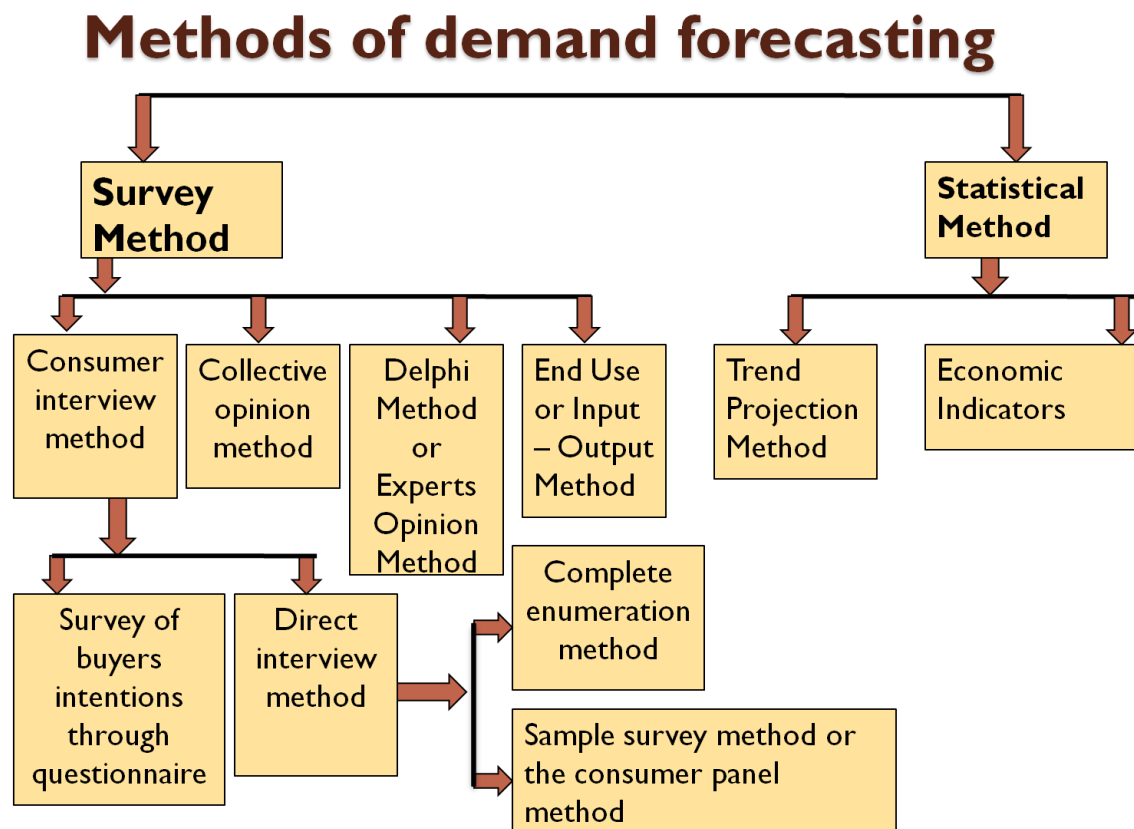
Survey Methods

Survey methods help us in obtaining information about the future purchase plans of potential buyers through collecting the opinions of experts or by interviewing the consumers. These methods are extensively used in short run and estimating the demand for new products. There are different approaches under survey methods. They are

A. Consumers interview Method:

Under this method, efforts are made to collect the relevant information directly from the consumers with regard to their future purchase plans. In order to gather information from

consumers, a number of alternative techniques are developed from time to time. Among them, the following are some of the important ones.

1. Survey of buyer's intentions or preferences: It is one of the oldest methods of demand forecasting. It is also called as "Opinion surveys".

Under this method, consumer-buyers are requested to indicate their preferences and willingness about particular products. They are asked to reveal their 'future purchase plans with respect to specific items. They are expected to give answers to questions like what items they intend to buy, in what quantity, why, where, when, what quality they expect, how much money they are planning to spend etc. Generally, the field survey is conducted by the marketing research department of the company or hiring the services of outside research organizations consisting of learned and highly qualified professionals.

The heart of the survey is questionnaire. It is a comprehensive one covering almost all questions either directly or indirectly in a most intelligent manner. It is prepared by an expert body who are specialists in the field or marketing.

The questionnaire is distributed among the consumer buyers either through mail or in person by the company. Consumers are requested to furnish all relevant and correct information.

The next step is to collect the questionnaire from the consumers for the purpose of evaluation. The materials collected will be classified, edited analyzed. If any bias prejudices, exaggerations, artificial or excess demand creation etc., are found at the time of answering they would be eliminated.

The information so collected will now be consolidated and reviewed by the top executives with lot of experience. It will be examined thoroughly. Inferences are drawn and conclusions are arrived at. Finally a report is prepared and submitted to management for taking final decisions.

The success of the survey method depends on many factors. 1) The nature of the questions asked, 2) The ability of the surveyed 3) The representative of the samples 4) Nature of the product 5) characteristics of the market 6) consumer buyers behavior, their intentions, attitudes, thoughts, motives, honesty etc. 7) Techniques of analysis conclusions drawn etc.

The management should not entirely depend on the results of survey reports to project future demand. Consumer buyers may not express their honest and real views and as such they may give only the broad trends in the market. In order to arrive at right conclusions, field surveys should be regularly checked and supervised.

This method is simple and useful to the producers who produce goods in bulk. Here the burden of forecasting is put on customers.

However this method is not much useful in estimating the future demand of the households as they run in large numbers and also do not freely express their future demand requirements. It is

expensive and also difficult. Preparation of a questionnaire is not an easy task. At best it can be used for short term forecasting.

B. Direct Interview Method

Experience has shown that many customers do not respond to questionnaire addressed to them even if it is simple due to varied reasons. Hence, an alternative method is developed**. Under this method, customers are directly contacted and interviewed. Direct and simple questions are asked to them.** They are requested to answer specifically about their budget, expenditure plans, particular items to be selected, the quality and quantity of products, relative price preferences etc. for a particular period of time. There are two different methods of direct personal interviews. They are as follows:

i. Complete enumeration method

Under this method, all potential customers are interviewed in a particular city or a region. The answers elicited are consolidated and carefully studied to obtain the most probable demand for a product. The management can safely project the future demand for its products. This method is free from all types of prejudices. The result mainly depends on the nature of questions asked and answers received from the customers.

However, this method cannot be used successfully by all sellers in all cases. This method can be employed to only those products whose customers are concentrated in a small region or locality. In case consumers are widely dispersed, this method may not be physically adopted or prove costly both in terms of time and money. Hence, this method is highly cumbersome in nature.

ii. Sample survey method or the consumer panel method

Experience of the experts' show that it is impossible to approach all customers; as such careful sampling of representative customers is essential. Hence, another variant of complete enumeration method has been developed, which is popularly known as sample survey method. **Under this method, different cross sections of customers that make up the bulk of the market are carefully chosen. Only such consumers selected from the relevant market through some sampling method are interviewed or surveyed.** In other words, a group of consumers are chosen and queried about their preferences in concrete situations. The selection of a few customers is known as sampling. The selected consumers form a panel. This method uses either random sampling or the stratified sampling technique. The method of survey may be direct interview or mailed questionnaire to the selected consumers. On the basis of the views expressed by these selected consumers, most likely demand may be estimated. The advantage of a panel lies in the fact that the same panel is continued and new expensive panel does not have to be formulated every time a new product is investigated.

As compared to the complete enumeration method, the sample survey method is less tedious, less expensive, much simpler and less time consuming. This method is generally used to estimate short run demand by government departments and business firms.

Success of this method depends upon the sincere co-operation of the selected customers. Hence, selection of suitable consumers for the specific purpose is of great importance.

Even with careful selection of customers and the truthful information about their buying intention, the results of the survey can only be of limited use. A sudden change in price, inconsistency in buying intentions of consumers, number of sensible questions asked and dropouts from the panel for various reasons put a serious limitation on the practical usefulness of the panel method.

C. Collective opinion method or opinion survey method

This is a variant of the survey method. This method is also known as "Sales – force polling" or "Opinion poll method". **Under this method, sales representatives, professional experts and the market consultants and others are asked to express their considered opinions about the volume of sales expected in the future**. The logic and reasoning behind the method is that these salesmen and other people connected with the sales department are directly involved in the marketing and selling of the products in different regions. Salesmen, being very close to the customers, will be in a position to know and feel the customer's reactions towards the product. They can study the pulse of the people and identify the specific views of the customers. These people are quite capable of estimating the likely demand for the products with the help of their intimate and friendly contact with the customers and their personal judgments based on the past experience. Thus, they provide approximate, if not accurate estimates. Then, the views of all salesmen are aggregated to get the overall probable demand for a product.

Further, these opinions or estimates collected from the various experts are considered, consolidated and reviewed by the top executives to eliminate the bias or optimism and pessimism of different salesmen. These revised estimates are further examined in the light of factors like proposed change in selling prices, product designs and advertisement programs, expected changes in the degree of competition, income distribution, population etc. The final sales forecast would emerge after these factors have been taken into account. This method heavily depends on the collective wisdom of salesmen, departmental heads and the top executives.

It is simple, less expensive and useful for short run forecasting particularly in case of new products.

The main drawback is that it is subjective and depends on the intelligence and awareness of the salesmen. It cannot be relied upon for long term business planning.

D. Delphi Method or Experts Opinion Method

This method was originally developed at Rand Corporation in the late 1940's by Olaf Helmer, Dalkey and Gordon. This method was used to predict future technological changes. It has proved more useful and popular in forecasting non– economic rather than economical variables.

It is a variant of opinion poll and survey method of demand forecasting**. Under this method, outside experts are appointed. They are supplied with all kinds of information and**

statistical data. The management requests the experts to express their considered opinions and views about the expected future sales of the company. Their views are generally regarded as most objective ones. Their views generally avoid or reduce the "Halo – Effects" and "Ego – Involvement" of the views of the others. Since experts' opinions are more valuable, a firm will give lot of importance to them and prepare their future plan on the basis of the forecasts made by the experts.

E. End Use or Input – Output Method

Under this method, the sale of the product under consideration is projected on the basis of demand surveys of the industries using the given product as an intermediate product. The demand for the final product is the end – use demand of the intermediate product used in the production of the final product. An intermediate product may have many end – users, For e.g., steel can be used for making various types of agricultural and industrial machinery, for construction, for transportation etc. It may have the demand both in the domestic market as well as international market. Thus, end – use demand estimation of an intermediate product may involve many final goods industries using this product, at home and abroad. Once we know the demand for final consumption goods including their exports we can estimate the demand for the product which is used as intermediate good in the production of these final goods with the help of input – output coefficients. The input – output table containing input – output coefficients for particular periods are made available in every country either by the Government or by research organizations.

This method is used to forecast the demand for intermediate products only. It is quite useful for industries which are largely producers' goods, like aluminum, steel etc. The main limitation of the method is that as the number of end – users of a product increase, it becomes more inconvenient to use this method.

Statistical Method

It is the second most popular method of demand forecasting. It is the best available technique and most commonly used method in recent years. **Under this method, statistical, mathematical models, equations etc are extensively used in order to estimate future demand of a particular product.** They are used for estimating long term demand. They are highly complex and complicated in nature. Some of them require considerable mathematical back – ground and competence.

They use historical data in estimating future demand. The analysis of the past demand serves as the basis for present trends and both of them become the basis for calculating the future demand of a commodity in question after taking into account of likely changes in the future.

There are several statistical methods and their application should be done by some one who is reasonably well versed in the methods of statistical analysis and in the interpretation of the results of such analysis.

A. Trend Projection Method

An old firm operating in the market for a long period will have the accumulated previous data on either production or sales pertaining to different years. If we arrange them in chronological order, we get what is called as 'time series'. It is an ordered sequence of events over a period of time pertaining to certain variables. It shows a series of values of a dependent variable say, sales as it changes from one point of time to another. In short, a time series is a set of observations taken at specified time, generally at equal intervals. It depicts the historical pattern under normal conditions. This method is not based on any particular theory as to what causes the variables to change but merely assumes that whatever forces contributed to change in the recent past will continue to have the same effect. **On the basis of time series, it is possible to project the future sales of a company.**

Further, the statistics and information with regard to the sales call for further analysis. When we represent the time series in the form of a graph, we get a curve, the sales curve. It shows the trend in sales at different periods of time. Also, it indicates fluctuations and turning points in demand. If the turning points are few and their intervals are also widely spread, they yield acceptable results. Here the time series show a persistent tendency to move in the same direction. Frequency in turning points indicates uncertain demand conditions and in this case, the trend projection breaks down.

The major task of a firm while estimating the future demand lies in the prediction of turning points in the business rather than in the projection of trends. When turning points occur more frequently, the firm has to make radical changes in its basic policy with respect to future demand. It is for this reason that the experts give importance to identification of turning points while projecting the future demand for a product.

The heart of this method lies in the use of time series. Changes in time series arise on account of the following reasons:-

1. **Secular or long run movements:** Secular movements indicate the general conditions and direction in which graph of a time series move in relatively a long period of time.
2. **Seasonal movements:** Time series also undergo changes during seasonal sales of a company. During festival season, sales clearance season etc., we come across most unexpected changes.
3. **Cyclical Movements:** It implies change in time series or fluctuations in the demand for a product during different phases of a business cycle like depression, revival, boom etc.
4. **Random movement.** When changes take place at random, we call them irregular or random movements. These movements imply sporadic changes in time series occurring due to unforeseen events such as floods, strikes, elections, earth quakes, droughts and other such natural calamities. Such changes take place only in the short run. Still they have their own impact on the sales of a company.

An important question in this connection is how to ascertain the trend in time series? A statistician, in order to find out the pattern of change in time series may make use of the following methods.

1. The Least Squares method.

2. The Free hand method.
3. The moving average method.
4. The method of semi – averages.

The method of Least Squares is more scientific, popular and thus more commonly used when compared to the other methods. It uses the straight line equation $Y = a + bx$ to fit the trend to the data.

Illustration.

Under this method, the past data of the company are taken into account to assess the nature of present demand. On the basis of this information, future demand is projected. For e.g., A businessman will collect the data pertaining to his sales over the last 5 years. The statistics regarding the past sales of the company is given below.

The table indicates that the sales fluctuate over a period of 5 years. However, there is an up trend in the business. The same can be represented in a diagram.

Diagrammatic representation.

a)Deriving sales Curve.

Year	Sales (Rs.)
1990	30
1991	40
1992	35
1993	50
1994	45
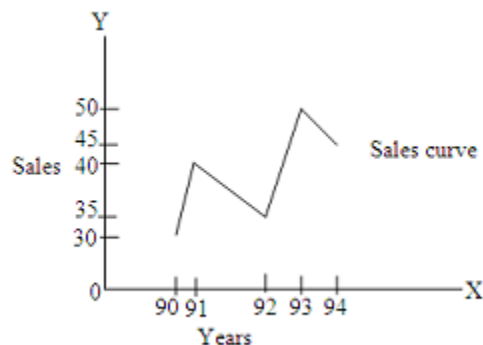
We can find out the trend values for each of the 5 years and also for the subsequent years making use of a statistical equation, the method of Least Squares. In a time series, x denotes time and y denotes variable. With the passage of time, we need to find out the value of the variable.

To calculate the trend values i.e., Y_c, the regression equation used is –

$Y_c = a + bx.$

As the values of 'a' and 'b' are unknown, we can solve the following two normal equations simultaneously.

(i) $\Sigma Y = Na + b\Sigma x$

(ii) $\Sigma XY = a\Sigma x + b\Sigma x^2$

Where,

ΣY = Total of the original value of sales (y)

N = Number of years,

ΣX = total of the deviations of the years taken from a central period.

ΣXY = total of the products of the deviations of years and corresponding sales (y)

ΣX^2 = total of the squared deviations of X values .

When the total values of X. i.e., ΣX = 0

Year = n	Sales in Rs Lakhs Y	Deviation from assumed year X	Square of Deviation X^2	Product sales and time Deviation XY	Computed trend values Yc
1990	30	-2	+4	-60	32
1991	40	-1	+1	-40	36
1992	35	0	0	0	40
1993	50	+1	+1	+50	44
1994	45	+2	+4	+90	48
N =5	$\Sigma Y=200$	$\Sigma X=0$	$\Sigma X^2=10$	$\Sigma XY = 40$	

Regression equation = $Y_c = a + bx$

To find the value of a = $\sum Y/N$ = 200/5 = 40

To find out the value of b = $\sum XY/\sum X^2$ = 40/10 = 4

For 1990   Y = 40+(4x-2)

    Y = 40-8 = 32

For 1991   Y = 40+(4x-1)

    Y = 40-4 = 36

For 1992   Y = 40+(40×0)

    Y = 40+0 = 40

For 1993   Y = 40+(4X1)

    Y = 40+4 = 44

For 1994   Y = 40+(4X2)

    Y = 40+8 = 48

For the next two years, the estimated sales would be:

For 1995   Y = 40+(4X3)

    Y = 40+12 = 52

For 1996   Y = 40+(4X4)

    Y = 40+16 = 56

Finding trend values when Even Years are given.

Year =N	Sales in Rs lakhs = Y	Deviation From Assumed year= X	Square of Deviation = X^2	Product sales and time deviation =XY	Computed trend values Yc
1990	55	-3	9	-165	44
1991	25	-1	1	-25	48
1992	65	+1	1	+65	52
1993	55	+3	9	+165	56
N = 4	ΣY=200	ΣX=0	ΣX²=20	ΣXY=40	

Note : –

1. When even years are given, the base year would be in between the two middle years. In this example, in between the two middle years is 1991.5 (one year = 1 where as 6 months = .5)
2. For the purpose of simple calculation, we assume the value for each 6 months i.e. o.5 = 1

To find out the value of a = 200/4 = 50

To find out the value of b = 40/20 = 2

a=50, b=2.

Calculation for each year. Finding trend values.

1991.5 = Base Year For 1990   Y = 50 +2X –3

           Y = 50 – 6 = 44

90 = -3

90.5 = -2   For 1991   Y = 50+2X -1

91 = -1   Y = 50 – 2 = 48

91.5 = 0

92 = +1 For 1992   Y = 50+2X1

92.5 = +2   Y = 50+2 = 52

93 = +3

For 1993   Y = 50+2 X 3

Y = 50+ 6 = 56 Š

¼br />

Deriving trend line
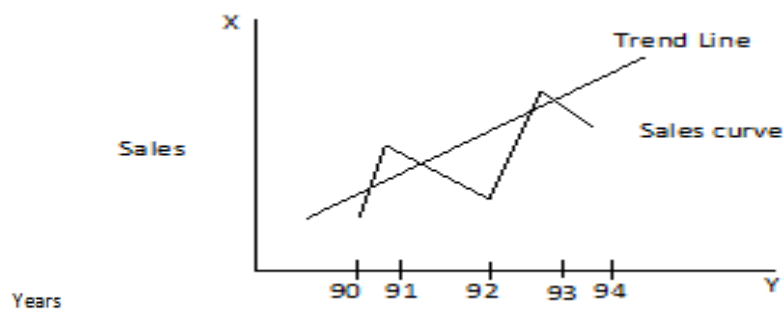
Trend projection method requires simple working knowledge of statistics, quite inexpensive and yields fairly reliable estimates of future course of demand…

While estimating future demand we assume that the past rate of change in the dependent variable will continue to remain the same in future also. Hence, the method yields result only for that period where we assume there are no changes. It does not explain the vital upturns and downturns in sales, thus not very useful in formulating business policies.

B. Economic Indicators

Economic indicators as a method of demand forecasting are developed recently. Under this method, a few economic indicators become the basis for forecasting the sales of a company**. An economic indicator indicates change in the magnitude of an economic variable. It gives the signal about the direction of change in an economic variable.** This helps in decision making process of a company. We can mention a few economic indicators in this context.

1. Construction contracts sanctioned for demand towards building materials like cement.

2. Personal income towards demand for consumer goods.

3. Agriculture income towards the demand for agricultural in puts, instruments, fertilizers, manure, etc,

4. Automobile registration towards demand for car spare parts, petrol etc.,

5. Personal Income, Consumer Price Index, Money supply etc., towards demand For consumption goods.

The above mentioned and other types of economic indicators are published by specialist organizations like the **Central Statistical Organization** etc. The analyst should establish relationship between the sale of the product and the economic indicators to project the correct sales and to measure as to what extent these indicators affect the sales. The job of establishing relationship is a highly difficult task. This is particularly so in case of new products where there are no past records.

Under this method, demand forecasting involves the following steps: ¼br />

a. The forecaster has to ensure whether a relationship exists between the demand for a product and certain specified economic indicators.

b. The forecaster has to establish the relationship through the method of least square and derive the regression equation. Assuming the relationship to be linear, the equation will be $y = a + bx$.

c. Once the regression equation is obtained by forecasting the value of x, economic indicator can be applied to forecast the values of Y. i.e. demand.

d. Past relationship between different factors may not be repeated. Therefore, the value judgment is required to forecast the value of future demand. In addition to it, many other new factors may also have to be taken into consideration.

When economic indicators are used to forecast the demand, a firm should know whether the forecasting is undertaken for a short period or long period. It should collect adequate and appropriate data and select the ideal method of demand forecasting. The next stage is to determine the most likely relationship between the dependent variables and finally interpret the results of the forecasting.

However it is difficult to find out an appropriate economic indicator. This method is not useful in forecasting demand for new products.

Demand Forecasting For A New Product

Demand forecasting for new products is quite different from that for established products. Here the firms will not have any past experience or past data for this purpose. An intensive study of

the economic and competitive characteristics of the product should be made to make efficient forecasts.

Professor Joel Dean, however, has suggested a few guidelines to make forecasting of demand for new products.

a. Evolutionary approach

The demand for the new product may be considered as an outgrowth of an existing product. For e.g., Demand for new Tata Indica, which is a modified version of Old Indica can most effectively be projected based on the sales of the old Indica, the demand for new Pulsor can be forecasted based on the sales of the old Pulsor. Thus when a new product is evolved from the old product, the demand conditions of the old product can be taken as a basis for forecasting the demand for the new product.

b. Substitute approach

If the new product developed serves as substitute for the existing product, the demand for the new product may be worked out on the basis of a 'market share'. The growths of demand for all the products have to be worked out on the basis of intelligent forecasts for independent variables that influence the demand for the substitutes. After that, a portion of the market can be sliced out for the new product. For e.g., A moped as a substitute for a scooter, a cell phone as a substitute for a land line. In some cases price plays an important role in shaping future demand for the product.

c. Opinion Poll approach

Under this approach the potential buyers are directly contacted, or through the use of samples of the new product and their responses are found out. These are finally blown up to forecast the demand for the new product.

d. Sales experience approach

Offer the new product for sale in a sample market; say supermarkets or big bazaars in big cities, which are also big marketing centers. The product may be offered for sale through one super market and the estimate of sales obtained may be 'blown up' to arrive at estimated demand for the product.

e. Growth Curve approach

According to this, the rate of growth and the ultimate level of demand for the new product are estimated on the basis of the pattern of growth of established products. For e.g., An Automobile Co., while introducing a new version of a car will study the level of demand for the existing car.

f. Vicarious approach

A firm will survey consumers' reactions to a new product indirectly through getting in touch with some specialized and informed dealers who have good knowledge about the market, about the different varieties of the product already available in the market, the consumers' preferences etc. This helps in making a more efficient estimation of future demand.

These methods are not mutually exclusive. The management can use a combination of several of them supplement and cross check each other.

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Quiz Sample and Analysis

(Odd Semester)

BBA

Odd Semester

Sample of Third year is attached. Quiz are evaluated out of 2 marks.

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Quiz
BBA V M
Financial Modelling
Marks- 0.1 each

1. What is the correct formula to calculate the total revenue for a company, given the unit price and quantity sold?

a) =SUM(UnitPrice, QuantitySold)

b) =UnitPrice * QuantitySold

c) =AVG(UnitPrice, QuantitySold)

d) =MIN(UnitPrice, QuantitySold)

2. Which function is used to find the highest value in a range of cells?

a) MAX

b) MIN

c) AVERAGE

d) COUNT

3. How can you copy a formula from one cell to another in Excel?

a) Press Ctrl+C and Ctrl+V

b) Right-click and select "Copy" and "Paste"

c) Drag the fill handle across the desired cells

d) Type "=COPY()" in

4. **Which Excel function is used to calculate the future value of an investment?**

a) NPV

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b) IRR

c) FV

d) PV

5. What does the CONCATENATE function do in Excel?
a) Adds up a range of cells.

b) Concatenates two or more text strings together.

c) Calculates the average of a range of cells.

d) Counts the number of cells that meet a specific condition.

6. **Which function can be used to convert a text string to a date format in Excel?**

a) TEXT

b) VALUE

c) DATEVALUE

d) CONVERT

7. Which Excel feature is used to highlight cells that meet specific criteria?
a) Conditional Formatting

b) Data Validation

c) Sorting

d) Filtering

8. How can you create a data validation rule to allow only numeric entries in a cell?

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a) Select the cell, go to Data Validation, and choose "Whole Number" as the validation criteria.

b) Select the cell, go to Data Validation, and choose "Text Length" as the validation criteria.

c) Select the cell, go to Data Validation, and choose "Decimal" as the validation criteria.

d) Select the cell, go to Data Validation, and choose "Custom" as the validation criteria.

9. **What is the purpose of a Pivot Table in Excel?**
a) To create dynamic formulas

b) To sort data in ascending order

c) To summarize and analyze large data sets

d) To perform complex calculations

10. **How can you change the summary function of a value field in a Pivot Table?**
a) Right-click on the value field, select "Value Field Settings," and choose the desired summary function.

b) Go to the "Analyze" tab, click on "Field Settings," and select the desired summary function.

c) Double-click on the value field and the summary function options will appear.

d) Select the value field, go to the "Design" tab, and choose the desired summary function from the drop-down menu.

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Answers

1. b) =UnitPrice * QuantitySold
2. a) MAX
3. c) Drag the fill handle across the desired cells
4. c) FV
5. b) Concatenates two or more text strings together
6. c) DATEVALUE
7. a) Conditional Formatting
8. d) Select the cell, go to Data Validation, and choose "Custom" as the validation criteria
9. c) To summarize and analyze large data sets
10. a) Right-click on the value field, select "Value Field Settings," and choose the desired summary function

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Quiz Assessment
BBA V M
Financial Modelling

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00114101721	2023	SHIZA	1
2	00214101721	2023	SAMEER	0
3	00314101721	2023	RIA SAIGAL	1
4	00414101721	2023	VANSHIKA JAUHRI	1
5	00514101721	2023	AAYUSH	1
6	00614101721	2023	HARSH BISHNOI	1
7	00714101721	2023	SOMANSHU SEHGAL	0
8	00814101721	2023	MANISH KAUL	0
9	00914101721	2023	AYUSH MANGLA	1
10	01014101721	2023	TRIYAMBAK NATH VATS	1
11	01114101721	2023	SUFYAN HABEEBUR RAH	1
12	01214101721	2023	RUHI KAUR BHATIA	1
13	01314101721	2023	ROHIT JAISWAL	1
14	01414101721	2023	NIRANJAN BAFNA	1
15	01514101721	2023	CHIRAG SINGHAL	0
16	01614101721	2023	HARSH KUMAR	1
17	01714101721	2023	AKSHITA SARASWAT SI	1
18	01814101721	2023	ADITYA GOYAL	1

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19	01914101721	2023	GAURAV	1
20	02014101721	2023	UTKARSH JAIN	1
21	02114101721	2023	DEV SHARMA	1
22	02214101721	2023	RIYA	1
23	02314101721	2023	KASHISH KAINTH	1
24	02414101721	2023	HREDESH BISHT	0
25	02514101721	2023	RIYA AGARWAL	1
26	02614101721	2023	ANUJ RAWAT	1
27	02714101721	2023	CHETAN BIST	1
28	02814101721	2023	VIPASHA RAKHEJA	1
29	02914101721	2023	SUDHIENDRA RAO	1
30	03014101721	2023	PRACHI VERMA	1
31	03114101721	2023	BHAVISHYA KAPUR	1
32	03214101721	2023	PRAKRITI	1
33	03314101721	2023	VAISHNAV NAIR	1
34	03414101721	2023	ABHILASH PANJA	1
35	03514101721	2023	HARSH KUMAR	1
36	03614101721	2023	AKANKSHA BHAMBRI SI	1
37	03714101721	2023	KHUSHI GARG	1
38	03814101721	2023	YASH KUNDWAL	1

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39	03914101721	2023	SHANTANU PATRA	1
40	04014101721	2023	ANJINI SHARMA	1
41	04114101721	2023	KSHITIZ RAWAT	0
42	04314101721	2023	SAKSHYA KANOJIA	1
43	04414101721	2023	SHANTANU RAJ	1
44	04514101721	2023	DHEENAN CHAWLA	1
45	04614101721	2023	AYUSH RAWAT	1
46	04714101721	2023	AMAN MORWANI	1
47	04814101721	2023	VARUN BHARTI	1
48	04914101721	2023	VANSH TANEJA	1
49	05014101721	2023	SARTHAK BHATNAGAR	1
50	05214101721	2023	DEEPAK	1
51	05314101721	2023	AARZOO VASHISHT	1
52	05414101721	2023	PIYUSH SINGHAL	1
53	35114101721	2023	SUGANDHI ARORA	1
54	35214101721	2023	BHAVYE CHOUDHARY	1
55	35314101721	2023	ASHUTOSH AGGARWAL	1
56	35414101721	2023	PRATHAM SINGH	1
57	35514101721	2023	ANSHUL TYAGI	1
58	35614101721	2023	KASHISH KRISHNAN	1

BCOM

ODD Semester

Sample of First year is attached. Quiz are evaluated out of 5 marks

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Quiz
Micro Economics
BCom I M
Marks (0.5 each)

1. **Which of the following are determinants of demand for a product/service?**
   a. Price of the product/service
   b. Income of the buyer
   c. Desire to purchase the product/service
   d. All of the above

   ## Answer: d

2. **The law of demand states that if there is an increase in a product's selling price _____.**
   a. The quantity demanded of that good will decrease
   b. The quantity supplied of that good will decrease
   c. The quantity demanded of that good will increase
   d. The quantity supplied of that good will increase

   ## Answer: a

3. **If the price of a good is above the equilibrium price, then _____.**
   a. There is a surplus in the market and the price will fall
   b. There is a shortage in the market and the price will fall
   c. There is a surplus in the market and the price will rise
   d. There is a shortage in the market and the price will rise

   ## Answer: a

4. **If the price of a good is equal to the equilibrium price, then _____.**
   a. The quantity demanded of a good is the same as the quantity supplied and the price will remain unchanged
   b. The quantity demanded of a good is more than the quantity supplied and the price will fall
   c. The quantity demanded of a good is less than the quantity supplied and the price will rise

d. None of the above

Answer: a

5. **An inferior good is a commodity whose _____ with an increase in income.**
    a. Demand falls
    b. Demand rises
    c. Supply falls
    d. Supply rises

Answer: a

6. **If consumers think that there are very few substitutes for a particular product, then _____.**
    a. Demand for it will be price inelastic
    b. Demand for it will be price elastic
    c. Supply for it will be price inelastic
    d. Supply for it will be price elastic

Answer: a

7. **Two goods are _____ when the quantity consumed of one increases with the decrease in price of the other.**
    a. Substitute
    b. Normal
    c. Complementary
    d. None of the above

Answer: c

8. **Under the cross elasticity of demand between two substitute products, _____.**
    a. If the price of one product increases, the demand for the other product will decrease
    b. If the price of one product decreases, the demand for the other product will decrease
    c. If the price of one product decreases, the demand for the other product will increase
    d. None of the above

Answer: b

9. **Under the cross elasticity of demand between two complementary products _____.**

   a. If the price of one product increases, the demand for the other product will increase
   b. If the price of one product decreases, the demand for the other product will decrease
   c. If the price of one product decreases, the demand for the other product will increase
   d. None of the above

Answer: c

10. **If the price elasticity of demand for a good is 0.5, then the demand for that good is _____.**

    a. Inelastic
    b. Elastic
    c. Unitary elastic
    d. None of the above

Answer: b

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			BCOM 1 M Micro Economics Quiz Analysis	
			Name of the student	**Quiz marks out of 5**
Sr. No.	Roll No.	Year	Name of Student	
1	00114188823	2023	SANYA MANN	5
2	00214188823	2023	NANDINI JAIN	5
3	00314188823	2023	NIKITA RANA	5
4	00414188823	2023	FAREHA TARIQ	5
5	00514188823	2023	RIYA SINGH	5
6	00614188823	2023	VIDHI NAGPAL	5
7	00714188823	2023	TANISHA GUPTA	5
8	00814188823	2023	JATIN SINGHAL	5
9	00914188823	2023	PRANAV PHARLIA	4
10	01014188823	2023	YASHVARDHAN SINGH BISHT	4
11	01114188823	2023	TISHA RANA	5
12	01214188823	2023	SATYAM JHA	5
13	01314188823	2023	VIKNESH	5
14	01414188823	2023	DIMPLE SEJWAL	5
15	01514188823	2023	SHIVAAZ JAIN	5
16	01614188823	2023	MANAV PANDEY	5
17	01714188823	2023	RIDHIMA THAKUR	5
18	01814188823	2023	PRITY JANA	5
19	01914188823	2023	ARCHANA BHALLA	5
20	02014188823	2023	SUMEET SETHI	5
21	02114188823	2023	AKANKSHA SRIVASTAVA	5
22	02214188823	2023	PUNEET MANCHANDA	5
23	02314188823	2023	AKSHAY KUMAR	4
24	02414188823	2023	HIMANI GUSAIN	5
25	02514188823	2023	KANISHKA JAIN	5
26	02614188823	2023	ASHISH PRADHAN	5
27	02714188823	2023	KRRISH KUMAR GUPTA	4
28	02914188823	2023	AISHWARYA GOEL	5
29	03014188823	2023	KARTIK SHARMA	5
30	03114188823	2023	HARSHIT BHATT	4
31	03214188823	2023	INDRANI BAIDYA	5
32	03314188823	2023	MANISHA CHAURASIA	5

33	03414188823	2023	ARYAN GAUR	5
34	03514188823	2023	SAMARTH SHARMA	5
35	03614188823	2023	ASMANJOT SINGH	5
36	03714188823	2023	GUNAL AGARWAL	5
37	03814188823	2023	NAINA GUPTA	5
38	03914188823	2023	NEHA AGGARWAL	5
39	04014188823	2023	AYUSHI CHAUDHARY	4
40	04114188823	2023	JAHNAVI MONDRETI	5
41	04214188823	2023	LAKSH KAPOOR	4
42	04314188823	2023	SHIVAM GUPTA	5
43	04414188823	2023	ANUSHI OLI	5
44	04514188823	2023	VANYYA MEHTA	4
45	04614188823	2023	TARINI NAGPAUL	5
46	04714188823	2023	PRIYANSHU AHUJA	5
47	04814188823	2023	ASHISH PANWAR	5
48	04914188823	2023	YASH GAUTAM	5
49	05014188823	2023	ARNESH MATHUR	5
50	35114188823	2023	PRAKHAR KUMAR CHOUDHARY	4
51	35214188823	2023	JATIN SABHARWAL	5
52	35314188823	2023	MANVI ARORA	5
53	35414188823	2023	KAVYANSHI MALHOTRA	5
54	35514188823	2023	ISHAAN KHATREJA	5
55	35614188823	2023	ARON KALIA	0
56	70114188823	2023	VIDIT BAKSHI	5
57	70214188823	2023	VEDANTH AGARWAL	5
58	70314188823	2023	SAMEER TIWARI	4
59	70414188823	2023	SACHIN RAWAT	4

Assignment

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BBA

Odd Semester

Sample Assignment of 3rd year is attached. The assignment was given to students for 5 marks but were scaled down to 2 marks for the purpose of internal assessment

FINANCIAL

MODELING

ASSIGNMENT

Submitted By

Shantanu Patra

03914101721

BBA V (M)

Q   Precedent Transaction Analysis - Meaning, how to
      solve in excel with example

Ans   Precedent Transaction analysis is a valuation method
      in which the price paid for similar companies in
      the Past is considered an indicator of a
      Company's value. Precedent transaction analysis
      creates an estimate of what a share of
      Stock would be worth in the case of an
      acquisition.

      Precedent Transaction analysis relies on publicy
      available information to create a reasonable
      estimate of multiples or premiums that others
      have paid for a publicly - traded Company.
      The analysis looks at the type of investors that
      have purchased similar companies under similar
      circumstances in the past and examines whether
      the Companies making the acquisitions are likely
      to make another acquisition soon.

      one of the most important components of
      precedent- transaction analysis is identifying the
      transactions that are most relevant. First
      Companies should be chosen based on having

Similar financial characteristics and for being in the same industry. Second the size of the transaction should be similar in size to the transaction that is being considered for the target company. Third, the type of transaction and the characteristics of the buyer should be similar. Transactions that occurred more recently are considered more valuable in term of use fulness for analysis.

Example

Let's say we are analyzing a technology company, XYZ Corp and want to estimate its value based on precedent transactions in the industry.

Step1 : Gather Data
1. Identify Comparable Transactions:
   - Identify recent transactions involving technology companies similar to XYZ corp

2. Collect Transaction Detail:
   - Gather data on transaction values, dates & key financial metrics. Let's consider two transactions:

Transaction	Date	Target Company	Acquirer Company	Transaction value (in millions)	Revenue (in millions)	EBITDA (in millions)
1	01/01/2022	Tech Co A	Acquirer X	500	100	30
2	02/01/2022	Techco B	Acquirer Y	700	120	40

Step 2 : Organize Data in Excel

Create a new Excel worsheet and input the transaction data into Columns, let assume columns A to F are used for Date, Target, Acquirer, Transaction value, Revenue & EBITDA, respectively.

Step 3 : Calculate valuation Multiples.
Calculate valuation mutiples:
In a new column, calculate valuation mutiples. Let's use Enterprise value (EV) to Revenue & EV to EBITDA.

$G2 := = D2/E2$ // EV to Revenue for Transaction 1
$H_2 = D2/F2$ // EV to EBITDA for Transaction 1

$G3 : = E_3/F_3$ // EV to Revenue for Transaction 2
$H_3 : = D_2/F_3$ // EV to EBITDA for Transaction 2

Step 4 : Analyze & Average :

1. Analyze the Data

- Examine the calculated multiples. Let's assume we decide to focus on the average multiples.

2. Calculate Average Multiples :

- Calculate the EV/Revenue & EV/EBITDA multiples

G5 : = AVERAGE (h2 : h3)   // Average EV to Revenue

H 5 : = AVERAGE (H2 : H3) // Average EV to EBITDA

Step 5 : Apply Multiples to Target Company

1. Apply Multiples :

- Now use the Average multiples to estimate the value of XYZ Corp.

J2 : = G5 * XYZ Corp's Revenue Estimate // Estimated valuation
using EV to Revenue.

K2 = H5 * XYZ Corp's EBITDA Estimate // Estimated
valuation using EV to EBITDA.

BCom

Odd Semester

Micro-Economics
assignment

Name - TARINI NAGPAUL
Class - Bcom. (H) 2 M
Roll NO. - 46

Ques 1. Explain classical theory of income & employement in detail.

Ans. The classical theory of income & employement is an economic theory that emerged during the 18th & 19th centuries, with notable contributions from economists like Adam Smith, David Richard and John Stuart Mill. This theory formed the foundation of classical economics and was dominant until the advent of keynesian economics in the 20th Century.

Key principles of the classical theory of Income & Employement :-

1). **Say's Law** → It is named after the French economist Jean-Baptiste Say, this law suggests that "supply creates its own demand". In other words, the act of producing goods & services automatically generates income, which is then spent on other goods & services, ensuring that the economy is in a state of equilibrium.

2). **Market Mechanism** → Classical economists believe in the efficiency of markets. They argued that it left to operate freely without government intervention, markets would naturally adjust to equilibrium levels of output & employement.

3). **Laissez-Faire Policy** → Classical economists advocate for minimal government intervention in the economy. They believed that the invisible hand of the market would guide resources to their most efficient u

4). **Role of Government** → The government's primary role should be limited to protecting property rights and maintaining law & order. Economists argued against active fiscal and monetary policies to manage economic fluctuations.

5). **Saving - Investment** → Economists said that savings and investment would always be equal in the long run. They believed that any savings not used for consumption would automatically be invested, ensuring a balance in the economy.

While the classical theory provided valuable insights, it faced criticism during the Great Depression when unemployment persisted despite the belief that markets would naturally correct themselves. This led to development of Keynesian Economics, which advocated for more active government intervention to stabilize the economy.

Even Semester

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Extra Class Time- Table for Remedial Classes

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20.05.2024 - 24.05.2024
BBA & B.Com.(H) Remedial Class Time Table EVEN 2024

Timings / Days	Shift	08:10 - 09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Monday	B.Com.(H) II-M/E (S1)		ME Ms Payal Sharma	B R E A K	BS Dr Prabal	BL Ms Shweta	ES&S Dr Rashmi	B R E A K	Corp Acc Mr Kartik			B R E A K	
	BBA II-M/E (S2)		DTB Ms Pooja		CA Ms Bhawna	E-Comm Ms Dolly	BC Ms Gurmeet		BE Ms Surbhi A				
	B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		ITL Ms Arti V	IPM Ms Chanika MM Dr Surbhi	BE&CSR Dr Preeti		MA Ms Aastha				
	BBA IV-M/E (S4)		ITL&P Ms Sangeeta Sharma		CGE&SR Dr Ruchi S	BA Dr Shivani	SM Dr Surbhi FMI Mr Kartik		FM Ms Kanika				

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B.Com(H) VI-M/E (F1)		NVF Ms Arti V		FT Dr Niti	GST(NUES) Dr Priyanka							
BBA VI-M/E (F2)		PM Dr Vandana		DM Dr Usha	ED Ms Nikhita							
B.Com.(H)II -M/E (S1)		BLMs Shweta		ES&SDr Rashmi	BSDr Prabal	MEMs Payal Sharma		Corp AccMr Kartik				
BBA II-M/E (S2)		E-Comm Ms Dolly	**BREAK**	BC Ms Gurmeet	BE Ms Surbhi A	CA Ms Bhawna	**BREAK**	BE Ms Surbhi A		**BREAK**		
B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		MA Ms Aastha	ITL Ms Arti V	BE&CSR Dr Preeti		IPM Ms Chanika MM Dr Surbhi				

Tuesday

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BBA IV-M/E (S4)		FM Ms Kanika		CGE&SR Dr Ruchi S	SM Dr Surbhi FMI Mr Kartik	ITL&P Ms Sangeeta Sharma		BA Dr Shivani			
B.Com(H) VI-M/E (F1)		NVF Ms Arti V		GST(NUES) Dr Priyanka	FT Dr Niti						
BBA VI-M/E (F2)		ED Ms Nikhita		PM Dr Vandana	DM Dr Usha	ASP Ms Jasleen					
Wednesday **B.Com.(H)II -M/E (S1)**		Corp Acc Mr Kartik	**BREAK**	BLMs Shweta	BSDr Prabal	MEMs Payal Sharma	**BREAK**	ES&SDr Rashmi		**BREAK**	
BBA II-M/E (S2)		DTB Ms Pooja		CA Ms Bhawna	E-Comm Ms Dolly	BE Ms Surbhi A		CA Ms Bhawna			

						IPM Ms Chanika MM Dr Surbhi				
	B.Com.(H) IV-M/E (S3)	ITL Ms Arti V		CF Dr Pallavi	IPM Ms Chanika MM Dr Surbhi	BE&CSR Dr Preeti				
	BBA IV-M/E (S4)	CGE&SR Dr Ruchi S		BA Dr Shivani	ITL&P Ms Sangeeta Sharma	FM Ms Kanika				
	B.Com(H) VI-M/E (F1)	GST(NUES) Dr Priyanka		FT Dr Niti	NVF Ms Arti V					
	BBA VI-M/E (F2)	ED Ms Nikhita		PM Dr Vandana	BE Ms Surbhi A	ASP Ms Jasleen				
Thursday	**B.Com.(H)II -M/E (S1)**	ES&SDr Rashmi	**BREAK**	Corp AccMr Kartik	BSDr Prabal	BLMs Shweta	**BREAK**	ES&SDr Rashmi		**BREAK**

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BBA II-M/E (S2)		E-Comm Ms Dolly		BE Ms Surbhi A	CA Ms Bhawna	DTB Ms Pooja		E-Comm Ms Dolly			
B.Com.(H) IV-M/E (S3)		ITL Ms Arti V		BE&CSR Dr Preeti	IPM Ms Chanika MM Dr Surbhi	MA Ms Aastha		BE&CSR Dr Preeti			
BBA IV-M/E (S4)		CGE&SR Dr Ruchi S		FM Ms Kanika	FM Ms Kanika	SM Dr Surbhi FMI Mr Kartik		ITL&P Ms Sangeeta Sharma			
B.Com(H) VI-M/E (F1)		FT Dr Niti		NVF Ms Arti V	GST(NUES) Dr Priyanka						
BBA VI-M/E (F2)		DM Dr Usha		ASP Ms Jasleen	ED Ms Nikhita						

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Friday	**B.Com.(H)II -M/E (S1)**		Corp AccMr Kartik		ES&SDr Rashmi	MEMs Payal Sharma	BLMs Shweta		BSDr Prabal				
	BBA II-M/E (S2)		BE Ms Surbhi A	**BREAK**	DTB Ms Pooja	BC Ms Gurmeet	CA Ms Bhawna	**BREAK**	BC Ms Gurmeet		**BREAK**		
	B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		MA Ms Aastha	BE&CSR Dr Preeti	MA Ms Aastha		IPM Ms Chanika MM Dr Surbhi				
	BBA IV-M/E (S4)		BA Dr Shivani		CGE&SR Dr Ruchi S	SM Dr Surbhi FMI Mr Kartik	SM Dr Surbhi FMI Mr Kartik		SM Dr Surbhi FMI Mr Kartik				

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B.Com(H) VI-M/E (F1)		NVF Ms Arti V		GST(NUES) Dr Priyanka	FT Dr Niti					
BBA VI-M/E (F2)		ASP Ms Jasleen		ED Ms Nikhita	DM Dr Usha					

PRESENTATION

Assessment year 2023-24

PRESENTATION ANALYSIS
BBA

Jagannath International Management School

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STUDENT PRESENTATION SUBMISSION LIST BBA II (M)

Decision Techniques for Business

S.No	Enrollment No.	Name of the student	Topic	Date of Submission	Presentation (5)
1	00114101723	SRISHTI GURSEY	The diagrammatical Representation of data	13.05.2024	5
2	00214101723	PIYUSH			5
3	00314101723	OM GUSAIN			1
4	00414101723	VIPUL BHATT			3
5	00514101723	MOHD ABAAN			4
6	00614101723	PARDEEP SINGH			0
7	00714101723	ADITI BHARDWAJ	The Central Tendency of a data	13.05.2024	0
8	00814101723	CHETNA SINGH			0
9	00914101723	PRANAV GARG			0
10	01014101723	AASHIMA GILL			5
11	01114101723	GEETIKA NEGI			1
12	01214101723	RUPESH			3
13	01314101723	RAHUL GULATI	Partition Values and its application	13.05.2024	0
14	01414101723	SAHIL KHANNA			0
15	01514101723	SARTHAK BISHT			0
16	01614101723	AAYUSH BATRA			5
17	01714101723	HARSHITA BATRA			0
18	01814101723	RITIKA			1
19	01914101723	DISHA TUTEJA	Measure of Variation and different methods to measure it	13.05.2024	0
20	02014101723	SRISHTI SHARMA			2
21	02114101723	SALONI ANAND			0
22	02214101723	LAKSHAY KOHLI			1
23	02314101723	ANMOL CHOUDHARY			0
24	02414101723	VANSHIKA TYAGI			5
25	02514101723	ISHITA GOEL			2

26	02614101723	YASHIKA SANWARIA	Correlation Analysis and its application	14.05.2024	0
27	02714101723	SHUBHAM CHOUDHARY			0
28	02814101723	BHAVIKA JAIN			5
29	02914101723	NOMISH KUMAR			0
30	03014101723	ANSHPREET CHHABRA			0
31	03114101723	NAMAN SETH	Regression Analysis and its application	14.05.2024	0
32	03214101723	JAI KAPOOR			0
33	03314101723	DIVYAM SHARMA			0
34	03414101723	BHUPISHA JAIN			1
35	03514101723	SHUBHAM SHARMA			5
36	03614101723	MAINAK DAS			0
37	03714101723	ARYAN SURI	Linear Programming Problem and its application	15.05.2024	0
38	03814101723	ISHAN SHUKLA			0
39	03914101723	ANISHA GULATI			5
40	04014101723	YOGESH SINGH CHAUHAN			0
41	04114101723	MANMOHAN SHARMA			0
42	04214101723	DURVISH SHARMA			0
43	04314101723	KHUSHI SWARUP AGGARWAL	Simplex Method of Solving a LPP	15.05.2024	0
44	04414101723	UMANG ARORA			5
45	04514101723	RHYTHM MEHTA			0
46	04614101723	RAGHAV PATWARI			1
48	04814101723	PUNEET DHINGRA			5
49	04914101723	PRANSHUL ARYA	Duality and its economical interpretation	16.05.2024	1
50	05014101723	SARTHAK RAJ SINGH			0
51	05114101723	DHRUV GOYAL			1
52	05214101723	SIDDHARTH KUNWAR			5
53	05314101723	SIMRAN KAUR			0
54	05414101723	MANAV PUNDHIR	Transportation Problem	17.05.2024	0
55	35114101723	KARTIK GUPTA			5
56	35214101723	AKDAS ALI			3
57	35314101723	SUYASH GARG			0

58	35414101723	BHAVISHYA CHUGH			0
59	35514101723	AADITYA JAIN	Assignment Problem	17.05.2024	0
60	35614101723	AANYA ARORA			0
61	70114101723	ROZALI NAYAK			0

Ms. Pooja Bisht
Subject Faculty

PRESENTATION ANALYSIS BCOM (H)

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STUDENT PRESENTATION SUBMISSION LIST B.COM(H) II (M)

S.no	Enrollment No.	Name	Topic	Date of Submission	Presentation Marks (5)
			Business Statistics		
					3
1	00114188823	SANYA MANN	graphical presentation of frequency distribution	01.05.2024	5
2	00214188823	NANDINI JAIN			5
3	00314188823	NIKITA RANA			5
4	00414188823	FAREHA TARIQ			0
5	00514188823	RIYA SINGH			0
6	00614188823	VIDHI NAGPAL	Different Measure of Central Tendency	01.05.2024	1
7	00714188823	TANISHA GUPTA			0
8	00814188823	JATIN SINGHAL			2
9	00914188823	PRANAV PHARLIA			0
10	01014188823	YASHVARDHAN SINGH BISHT			2
11	01114188823	TISHA RANA			2
12	01214188823	SATYAM JHA	Normal Distribution	02.05.2024	2
13	01314188823	VIKNESH			0
14	01414188823	DIMPLE SEJWAL			0
15	01514188823	SHIVAAZ JAIN			5
16	01714188823	RIDHIMA THAKUR			5
17	01814188823	PRITY JANA			5
18	01914188823	ARCHANA BHALLA			0
19	02014188823	SUMEET SETHI			2
20	02114188823	AKANKSHA SRIVASTAVA	Method of Correlation	02.05.2024	2

			Analysis	02.05.2024	0
21	02214188823	PUNEET MANCHANDA			0
22	02314188823	AKSHAY KUMAR			2
23	02414188823	HIMANI GUSAIN			3
24	02514188823	KANISHKA JAIN	Mathods of Regression Analysis	03.05.2024	5
25	02614188823	ASHISH PRADHAN			0
26	02714188823	KRRISH KUMAR GUPTA			5
27	02914188823	AISHWARYA GOEL			2
28	03014188823	KARTIK SHARMA			2
29	03114188823	HARSHIT BHATT			0
30	03214188823	INDRANI BAIDYA	Coefficient of Skewness	03.05.2024	0
31	03314188823	MANISHA CHAURASIA			3
32	03414188823	ARYAN GAUR			0
33	03514188823	SAMARTH SHARMA			0
34	03614188823	ASMANJOT SINGH			0
35	03714188823	GUNAL AGARWAL			5
36	03814188823	NAINA GUPTA	Types of Partition Values and their evaluation	06.05.2024	0
37	03914188823	NEHA AGGARWAL			2
38	04014188823	AYUSHI CHAUDHARY			5
39	04114188823	JAHNAVI MONDRETI			0
40	04214188823	LAKSH KAPOOR			0
41	04314188823	SHIVAM GUPTA			0
42	04414188823	ANUSHI OLI	Application of Index Numbers	06.05.2024	0
43	04514188823	VANYYA MEHTA			0
44	04614188823	TARINI NAGPAUL			0
45	04714188823	PRIYANSHU AHUJA			0
46	04814188823	ASHISH PANWAR			1
47	04914188823	YASH GAUTAM			0

48	05014188823	ARNESH MATHUR			0
49	35114188823	PRAKHAR KUMAR CHOUDHARY	Different types of Measure of Variation	07.05.2024	2
50	35214188823	JATIN SABHARWAL			0
51	35314188823	MANVI ARORA			0
52	35414188823	KAVYANSHI MALHOTRA			0
53	35514188823	ISHAAN KHATREJA			0
54	35614188823	ARON KALIA			0
55	70114188823	VIDIT BAKSHI			0
56	70214188823	VEDANTH AGARWAL	Binomial Distribution	07.05.2024	0
57	70314188823	SAMEER TIWARI			0
58	70414188823	SACHIN			0

Dr. Prabal Chakraborty
Subject Faculty

PRESENTATION SAMPLE

PRESENTATION SAMPLE

BBA

Linear Programming in Business Decision Making

By: Srishti Gursey

Class - BBA II E
Roll No. - 00114101723

Understanding Linear Programming

- LP is a mathematical technique for determining the best outcome in a given scenario with linear relationships.

- LP models involve maximizing or minimizing an objective function while adhering to certain constraints.

- <u>Objective function</u>: Represents the goal to be optimized, such as maximizing profit or minimizing costs.

- <u>Decision variables</u>: Represent the choices or decisions a business can make.

- <u>Constraints</u>: Limitations or restrictions that must be considered in decision making.

Applications of Linear Programming in Business

1)Resource **Allocation:**

LP helps businesses determine the optimal allocation of resources to various tasks or projects while considering constraints such as resource availability and budget limitations.

By using LP models, businesses can ensure that resources are allocated in a way that maximizes overall productivity and profitability.

2)Production **Planning:**

Production planning involves determining the optimal production levels to meet customer demand while minimizing production costs.

By formulating production planning problems as LP models, businesses can find the most cost-effective way to allocate resources and schedule production runs, thereby minimizing idle capacity and inventory holding costs.

Supply Chain Management:

Supply chain management involves the coordination of activities such as procurement, production, inventory management, and distribution to ensure efficient flow of goods and services. Businesses can use LP models to minimize transportation costs, reduce inventory holding costs, and optimize warehouse locations, thereby improving overall supply chain efficiency and responsiveness.

Marketing Mix Optimization:

Marketing mix optimization involves allocating resources across different marketing channels to maximize returns on marketing investments. By using Linear Programming models, businesses can identify the most effective marketing mix that maximizes sales, customer acquisition, or brand awareness while staying within budget constraints.

Financial Portfolio Optimization:

Financial portfolio optimization involves balancing the risk and return of investment portfolios to achieve investment objectives such as maximizing returns or minimizing risk.

LP can be used to construct optimal investment portfolios by allocating assets across different investment options while considering factors such as expected returns, risk tolerance, and investment constraints.

By formulating portfolio optimization problems as LP models, investors can find the most efficient allocation of assets that balances risk and return according to their investment goals and preferences.

Real-Life Example of Application of Linear Programming

- **American Airlines** utilizes linear programming algorithms to optimize its flight scheduling, crew assignments, and aircraft routing.
- By optimizing flight schedules and crew assignments, American Airlines maximizes aircraft utilization and minimizes crew costs while adhering to regulatory constraints.

- **Results achieved:**
1. Increased efficiency in flight operations, leading to reduced operating costs.
2. Improved on-time performance and customer satisfaction.

- **Lessons learned and best practices:**
1. <u>Data-driven decision making</u>: American Airlines relies on accurate and timely data to feed into its LP models, ensuring that decisions are based on real-time information.
2. <u>Cross-functional collaboration</u>: American Airlines fosters collaboration between its operations, planning, and IT teams to ensure seamless integration of LP-based solutions into its business processes.

Benefits of Using Linear Programming

Enhanced decision making: LP provides data-driven insights for making informed decisions.

Improved efficiency: Optimizing resource allocation leads to increased productivity and reduced waste.

Cost savings: By minimizing costs and maximizing revenues, businesses can achieve significant cost savings.

Competitive advantage: Businesses that effectively utilize LP gain a competitive edge by maximizing efficiency and profitability.

Challenges and Considerations

Complexity: LP models can become complex, especially in large-scale applications, requiring specialized expertise.

Sensitivity to assumptions: LP solutions are sensitive to changes in input parameters and assumptions, requiring careful analysis.

Data availability and accuracy: LP relies on accurate and reliable data, which may not always be readily available.

Implementation challenges: Integrating LP into existing business processes and systems can pose implementation challenges.

PRESENTATION SAMPLE

B.COM (H)

MEASURES OF DISPERSION

Name- Manvi Arora
Enrollment No. - 35314188823
Course - BCOM (H) II M

DISPERSION

o Dispersion refers to the variations of the items among themselves / around an average.

o Greater the variation amongst different items of a series, the more will be the dispersion.

o As per Bowley, *"Dispersion is a measure of the variation of the items"*.

OBJECTIVES OF MEASURING DISPERSION

- To determine the reliability of an average
- To compare the variability of two or more series
- For facilitating the use of other statistical measures
- Basis of Statistical Quality Control

PROPERTIES OF A GOOD MEASURE OF DISPERSION

- Easy to understand
- Simple to calculate
- Uniquely defined
- Based on all observations
- Not affected by extreme observations
- Capable of further algebraic treatment

Purpose of Measuring Dispersion

- A measure of dispersion appears to serve two purposes.

- First, it is one of the most important quantities used to characterize a frequency distribution.

- Second, it affords a basis of comparison between two or more frequency distributions.

- The study of dispersion bears its importance from the fact that various distributions may have exactly the same averages, but substantial differences in their variability.

MEASURES OF DISPERSION

Absolute

- Expressed in the same units in which data is expressed

- Ex: Rupees, Kgs, Ltr, Km etc.

Relative

- In the form of ratio or percentage, so is independent of units

- It is also called **Coefficient of Dispersion**

METHODS OF MEASURING DISPERSION

Range

Interquartile Range & Quartile Deviation

Mean Deviation

Standard Deviation

Coefficient of Variation

Lorenz Curve

RANGE (R)

- It is the simplest measures of dispersion
- It is defined as the difference between the largest and smallest values in the series

$$R = L - S$$

R = Range, L = Largest Value, S = Smallest Value

- Coefficient of Range $= \dfrac{L - S}{L + S}$

INTERQUARTILE RANGE & QUARTILE DEVIATION

- ***Interquartile Range*** is the difference between the upper quartile (Q_3) and the lower quartile (Q_1)
- It covers dispersion of middle 50% of the items of the series
- Symbolically, Interquartile Range = $Q_3 - Q_1$

- ***Quartile Deviation*** is half of the interquartile range. It is also called Semi Interquartile Range
- Symbolically, Quartile Deviation = $\frac{Q_3 - Q_1}{2}$

- ***Coefficient of Quartile Deviation***: It is the relative measure of quartile deviation.
- Coefficient of Q.D. = $\frac{Q_3 - Q_1}{Q_3 + Q_1}$

MEAN DEVIATION (M.D.)

- It is also called Average Deviation
- It is defined as the arithmetic average of the deviation of the various items of a series computed from measures of central tendency like mean or median.

- M.D. from Median $= \dfrac{\Sigma \,|X - M|}{N}$ or $\dfrac{\Sigma \,|d_M|}{N}$

- M.D. from Mean $= \dfrac{\Sigma \,|X - \bar{X}|}{N}$ or $\dfrac{\Sigma \,|d_{\bar{x}}|}{N}$

- Coefficient of M.D.$_M = \dfrac{M.D._M}{Median}$

- Coefficient of M.D.$_{\bar{X}} = \dfrac{M.D._{\bar{x}}}{Mean}$

MEAN DEVIATION

Merits	Demerits
o Simple to understand	o Ignoring '±' signs are not appropriate
o Easy to compute	o Not accurate for Mode
o Less effected by extreme items	o Difficult to calculate if value of Mean or Median comes in fractions
o Useful in fields like Economics, Commerce etc.	o Not capable of further algebraic treatment
o Comparisons about formation of different series can be easily made as deviations are taken from a central value	o Not used in statistical conclusions.

STANDARD DEVIATION

- Most important & widely used measure of dispersion

- First used by Karl Pearson in 1893

- Also called root mean square deviations

- It is defined as the square root of the arithmetic mean of the squares of the deviation of the values taken from the mean

- Denoted by σ (sigma)

- $\sigma = \sqrt{\dfrac{\Sigma(X - \bar{X})^2}{N}}$ or $\sqrt{\dfrac{\Sigma x^2}{N}}$ where $x = X - \bar{X}$

- Coefficient of S.D. $= \dfrac{\sigma}{\bar{X}}$

CALCULATION OF STANDARD DEVIATION

Individual Series

- Actual Mean Method
- Assumed Mean Method
- Method based on Actual Data

Discrete Series

- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

Continuous Series

- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

COEFFICIENT OF VARIATION (C.V.)

- It was developed by Karl Pearson.

- It is an important relative measure of dispersion.

- It is used in comparing the variability, homogeneity, stability, uniformity & consistency of two or more series.

- Higher the CV, lesser the consistency.

- C.V. $= \frac{\sigma}{\bar{X}} \; x \; 100$

Variance

- *Variance* is defined as the average of the square deviations:

$$\sigma^2 = \frac{\sum (X - \mu)^2}{N}$$

What Does the Variance Formula Mean?

- First, it says to subtract the mean from each of the scores
  - This difference is called a *deviate* or a *deviation score*
  - The deviate tells us how far a given score is from the typical, or average, score
  - Thus, the deviate is a measure of dispersion for a given score

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STUDY NOTES

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STUDY NOTES

Subject: New Venture Financing
Subject Code: BCOM 308

BCOM – III Year, VIth Semester

Topics- SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN (STEP)

The STEP Programme aims to increase the self-reliance and autonomy of women by enhancing their productivity and enabling them to take up income generaion activities. It provides training for skill upgraduation to poor and assetless women in the traditional sector viz. agriculture, animal husbandry, dairying, fisheries, handlooms, handicrafts, khadi and village industries sericulture, social forestry and wasteland development.

Objectives

1. To mobilise women in small viable groups and make facilities available through training and access to credit.
2. To provide training for skill upgradation.
3. To enable groups of women to take up employment-cum- income generation programmes by providing backward and forward linkages.
4. To provide support services for further improving training and employment conditions of women.

Implementing Agencies

The scheme is implemented through Public Sector Organisations, District Rural Development Agencies, Federations, Co-operatives and Voluntary Organisation registered under the societies Registration Act, 1860 or under the corresponding State Acts. Recipients of financial assistance under STEP are required to be bodies, organisations or agencies working in rural areas, although their headquarters may be located in an urban areas.

Target Group/ Beneficiaries

The target group to be covered under the STEP Programme includes marginalised, assetless rural women and the urban poor. This includes wage labourers, unpaid daily workers, female headed

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households, migrant labourers, tribal and other dispossessed groups, with special focus on SC/ST households and families below the poverty line.

Pattern of Assistance

(a) 100 Per cent assistance

1. Project staff and administrative cost.
2. Training- stipend, training of trainers, skill upgradation reinforcement, trainingcum-production centres and raw material for training.
3. Support to members for formation of co-operative societies, producers, workers co-operatives leading to formal legal organisation.
4. Support services-education, general awareness, health-care, sanitation, nutrition/creche facilities for dependent children, wherever convergence of these services are not available will be provided as part of the project cost.
5. Marketing support - marketing/sales personnel, stock provision and buyers credit godowns, marketing outlets, quality control and managerial support;

(b) 50 per cent assistance

Construction of individual worksheds and production centres not related with training 50 percent of the total cost on this complement will be borne by the Government of India and 50 per cent will have to be borne by the implementing agency.

(c) Working capital/raw material requirements

Financial assistance will be provided for working capital and raw material in a phased manner starting with 100 per cent during the first year, 50 per cent in the second year and 30 per cent in the third year of the project.

QUIZ SAMPLE AND ANALYSIS

Assessment year 2023-24

QUIZ SAMPLE AND ANALYSIS

BBA

Quiz

Advertising and Sales Promotion

BBA VI E

(0.1 marks each question)

1. Which among the following is a Pull Strategy?

A.   trade promotion

B.   consumer promotion

C.   sales force promotion

D.   none of these

Answer» B. consumer promotion

discuss

2.

If a company gives false message to the customers, it is known as

A.   obscene ads

B.   subliminal ads

C.   deception

D.   none of these

Answer» C. deception

discuss

3.

The plan that show time, date and frequency of an advertisement is

A.   media plan

B.   media schedule

C.   media time

D.   media space

Answer» B. media schedule

discuss

4.

Point of Purchase Ads are also known as

A.   in-store advertising

B.   built-in advertising

C.   green advertising

D.   stock advertising

Answer» A. in-store advertising

discuss

5.

Which among the following is not a mechanical test?

A.   psychogalvanometer

B.   techistoscope

C.   camera test

D.   consumer dairy test

Answer» D. consumer dairy test

discuss

6.

Which of the following is more of personal medium of advertisement?

A.   internet advertisement

B.   broadcast media

C.   direct mail advertising

D.   print media

Answer» C. direct mail advertising

discuss

7.

If a company wants to build a good "corporate image," it will probably use whichofthe following marketing communications mix tools?

A.   advertising

B.   public relations

C.   direct marketing

D.   sales promotion

Answer» B. public relations

discuss

8.

A is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

A.   push strategy

B.   pull strategy

C.   blocking strategy

D.   integrated strategy

Answer» A. push strategy

discuss

9.

_____is a departments within a company that is responsible for producing some or all of that company's marketing communication.

A.   full-service agency.

B.   in-house agency.

C.   marketing agency.

D.   pr agency.

Answer» A. full-service agency.

discuss

10.

_____manage a company's brand and product line.

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A.   brand assistants.

B.   brand executives.

C.   brand managers.

D.   brand associate.

Answer» C. brand managers.

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Quiz Analysis
Advertising and Sales Promotion
BBA VI E

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00124501721	2024	CHAITANYA MAHAJAN	1
2	00224501721	2024	RIDDHI PANDEY	2
3	00324501721	2024	SANYA AGGARWAL	0
4	00424501721	2024	ARYAN SARRAF	1
5	00624501721	2024	SHANTANU BHARDWAJ	1
6	00724501721	2024	SHAIL KASHYAP	1
7	00824501721	2024	LIPIKA PILANI	1
8	00924501721	2024	KASHISH	1
9	01024501721	2024	RISHABH CHAND	1
10	01124501721	2024	DISHA KASHYAP	1
11	01224501721	2024	OM PHULORIA	1
12	01324501721	2024	HARSHDEEP JHA	1
13	01424501721	2024	YAKSHI	1
14	01524501721	2024	MEDHANSH BHARDWAJ	1
15	01624501721	2024	MOHD HAMID	1
16	01724501721	2024	VANSHIKA GUPTA	1
17	01824501721	2024	JANVI CHACHRA	1

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18	01924501721		2024	YASH MEHRA	1
19	02024501721		2024	ANGAD SINGH SALUJA	1
20	02124501721		2024	SHUBHAM UPADHYAY	1
21	02224501721		2024	ABHIJEET SINGH	1
22	02324501721		2024	KANIKA GUPTA	1
23	02424501721		2024	JATIN	1
24	02524501721		2024	CHIRAG KHURANA	1
25	02624501721		2024	SAJAL MISHRA	1
26	02724501721		2024	AASHI AGGARWAL	1
27	02824501721		2024	ASHUTOSH RAI	1
28	03024501721		2024	PARAS JAIN	1
29	03124501721		2024	EKTA SHARMA	1
30	03224501721		2024	ADITYA JAIN	1
31	03324501721		2024	ABHIJEET SINGH	1
32	03524501721		2024	RYAN BAKSHI	1
33	03624501721		2024	NITESH GUPTA	1
34	03724501721		2024	KASHISH GUPTA	1
35	03824501721		2024	PREM KUMAR	1
36	03924501721		2024	KINSHUK JAIN	1
37	04024501721		2024	MAHAK BANSAL	1

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38	04124501721		2024	ADITI SHARMA	1
39	04224501721		2024	TATIKONDA LAXMI NIKHITA	1
40	04324501721		2024	EMATUL MAHIN	1
41	04424501721		2024	MAYANK BHANDULA	1
42	04524501721		2024	DHAIRYA AGGARWAL	1
43	04624501721		2024	MRIDUL JAIN	1
44	04724501721		2024	UPKEERAT SINGH	1
45	04824501721		2024	MUKUL CHANDRA	1
46	04924501721		2024	PRINCE SHARMA	0
47	05024501721		2024	SAKSHI BHARDWAJ	1
48	05124501721		2024	HRIDYE KASHYAP	1
49	05224501721		2024	MANMEET KAUR	1
50	05324501721		2024	SWARNADEEP SAHA	0
51	35124501721		2024	PARNIKA AGGARWAL	1
52	35224501721		2024	ANANYA CHOPRA	1
53	35324501721		2024	SAKSHAM NIRANJAN	0
54	35424501721		2024	PRIYANSHU	1
55	35524501721		2024	GARIMA RAWAT	1
56	35624501721		2024	MANAV AMBWANI	0

QUIZ SAMPLE AND ANALYSIS B.COM (H)

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BCOM 2 M Macro Economics
(0.5 Marks each)

Question 1) Transfer Payment is

A.   Payment for goods with money

B.   Payment for goods with goods

C.   Payment with no goods exchanged

D.   None of the above

Answer: C

The government makes such payments to certain sections of society as financial aid and does not expect any returns. These transactions are known as transfer payments.

Question 2) An example of Transfer payment is

A.   Old Age Funds

B.   Disability Funds

C.   Unemployment Benefits

D.   All Of the Above

Answer: D

Transfer payments include examples like old age, disability and unemployment funds.

Questions 3) The reduction in the value of Plant and Machinery during the process of manufacturing is known as

A.   Net National Product

B.   Gross Domestic Product

C.   Depreciation

D.   Consumption

Answer: C

The process of reducing the value of assets over the course of their life is called depreciation. This happens simply with the wear and tear an asset goes through with time or regular usage.

Question 4) Gross Domestic Product is a sum of

A.   Net National Product, Disposable Income and Gross National Product

B.   Investment, Consumption, Government Purchases and Net Exports

C.   Investment, Wages, Profits and Intermediate Production

D.   All of the Above

Answer: B

Gross domestic product is calculated as a sum of Investment, Consumption, Government Purchases and Net Exports.

Question 5) The sum of the market value of _____ sums up to be Gross Domestic Product

A.   Normal Goods and Services

B.   Final Goods or Services

C.   Intermediaries

D.   All of the Above

The total value of final goods and services adds up to become the gross domestic product of an economy.

Answer: B

Question 6) Which of the following comes under GDP?

A.   Illegal Drug Sales

B.   Housework

C.   An off from work

D.   Consulting Services

Answer: D

The professional work of consulting services comes under the calculation of Gross Domestic Product.

Question 7) Which of these can be used to measure inflation?

A.   Producer Price Index

B.   Consumer Price Index

C.   Gross Domestic Product Deflator

D.   All of the above

Answer: D

The producer price index, consumer price index and gross domestic product deflator can be used to calculate the inflation in an economy.

Question 8) If inflation is at 3% and the Nominal Interest rate is at 8%. What is the real rate of interest?

A.   1%

B.   11%

C.   5%

D.   None of the above

Answer: C

The real rate of interest is the difference between the nominal interest rate and inflation.

Question 9) With an increase in the salary, the standard of living is likely to

A.   Stay the same

B.   Rise

C.   Decline

D.   Not Related

Answer) B

As the salary of an individual rises, he is more likely to increase his spending as well, thus improving his standard of living.

Question 10) The consumer price index is based on

A.   Consumer Production

B.   Total Current Production

C.   Products purchased by a typical consumer

D.   None of the above

Answer: C

Products which are purchased by the typical consumers are what is the basis of the consumer price index.

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BCOM 2 M Macro Economics
Quiz Analysis

			Name of the student	Quiz marks out of 5
Sr. No.	Roll No.	Year	Name of Student	
1	00114188823	2023	SANYA MANN	4
2	00214188823	2023	NANDINI JAIN	5
3	00314188823	2023	NIKITA RANA	5
4	00414188823	2023	FAREHA TARIQ	5
5	00514188823	2023	RIYA SINGH	4
6	00614188823	2023	VIDHI NAGPAL	4
7	00714188823	2023	TANISHA GUPTA	4
8	00814188823	2023	JATIN SINGHAL	4
9	00914188823	2023	PRANAV PHARLIA	5
10	01014188823	2023	YASHVARDHAN SINGH BISHT	4
11	01114188823	2023	TISHA RANA	4
12	01214188823	2023	SATYAM JHA	4
13	01314188823	2023	VIKNESH	4
14	01414188823	2023	DIMPLE SEJWAL	4
15	01514188823	2023	SHIVAAZ JAIN	3
16	01614188823	2023	MANAV PANDEY	5
17	01714188823	2023	RIDHIMA THAKUR	5
18	01814188823	2023	PRITY JANA	5
19	01914188823	2023	ARCHANA BHALLA	4
20	02014188823	2023	SUMEET SETHI	4

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21	02114188823	2023	AKANKSHA SRIVASTAVA	4
22	02214188823	2023	PUNEET MANCHANDA	4
23	02314188823	2023	AKSHAY KUMAR	4
24	02414188823	2023	HIMANI GUSAIN	4
25	02514188823	2023	KANISHKA JAIN	5
26	02614188823	2023	ASHISH PRADHAN	3
27	02714188823	2023	KRRISH KUMAR GUPTA	5
28	02914188823	2023	AISHWARYA GOEL	4
29	03014188823	2023	KARTIK SHARMA	4
30	03114188823	2023	HARSHIT BHATT	5
31	03214188823	2023	INDRANI BAIDYA	3
32	03314188823	2023	MANISHA CHAURASIA	5
33	03414188823	2023	ARYAN GAUR	4
34	03514188823	2023	SAMARTH SHARMA	3
35	03614188823	2023	ASMANJOT SINGH	5
36	03714188823	2023	GUNAL AGARWAL	5
37	03814188823	2023	NAINA GUPTA	5
38	03914188823	2023	NEHA AGGARWAL	5
39	04014188823	2023	AYUSHI CHAUDHARY	5
40	04114188823	2023	JAHNAVI MONDRETI	5
41	04214188823	2023	LAKSH KAPOOR	4
42	04314188823	2023	SHIVAM GUPTA	4
43	04414188823	2023	ANUSHI OLI	4
44	04514188823	2023	VANYYA MEHTA	3

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45	04614188823	2023	TARINI NAGPAUL	4
46	04714188823	2023	PRIYANSHU AHUJA	4
47	04814188823	2023	ASHISH PANWAR	4
48	04914188823	2023	YASH GAUTAM	4
49	05014188823	2023	ARNESH MATHUR	4
50	35114188823	2023	PRAKHAR KUMAR CHOUDHARY	5
51	35214188823	2023	JATIN SABHARWAL	5
52	35314188823	2023	MANVI ARORA	4
53	35414188823	2023	KAVYANSHI MALHOTRA	4
54	35514188823	2023	ISHAAN KHATREJA	3
55	35614188823	2023	ARON KALIA	5
56	70114188823	2023	VIDIT BAKSHI	5
57	70214188823	2023	VEDANTH AGARWAL	3
58	70314188823	2023	SAMEER TIWARI	4
59	70414188823	2023	SACHIN RAWAT	4

Extra Class Time- Table for Remedial Classes

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20.05.2024 - 24.05.2024
BBA & B.Com.(H) Remedial Class Time Table EVEN 2024

Timings / Days	Shift	08:10 - 09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Monday	B.Com.(H) II-M/E (S1)		ME Ms Payal Sharma	B R E A K	BS Dr Prabal	BL Ms Shweta	ES&S Dr Rashmi	B R E A K	Corp Acc Mr Kartik			B R E A K	
	BBA II-M/E (S2)		DTB Ms Pooja		CA Ms Bhawna	E-Comm Ms Dolly	BC Ms Gurmeet		BE Ms Surbhi A				
	B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		ITL Ms Arti V	IPM Ms Chanika MM Dr Surbhi	BE&CSR Dr Preeti		MA Ms Aastha				
	BBA IV-M/E (S4)		ITL&P Ms Sangeeta Sharma		CGE&SR Dr Ruchi S	BA Dr Shivani	SM Dr Surbhi FMI Mr Kartik		FM Ms Kanika				

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B.Com(H) VI-M/E (F1)		NVF Ms Arti V		FT Dr Niti	GST(NUES) Dr Priyanka						
BBA VI-M/E (F2)		PM Dr Vandana		DM Dr Usha	ED Ms Nikhita						
B.Com.(H)II -M/E (S1)		BLMs Shweta		ES&SDr Rashmi	BSDr Prabal	MEMs Payal Sharma		Corp AccMr Kartik			
BBA II-M/E (S2)		E-Comm Ms Dolly	**BREAK**	BC Ms Gurmeet	BE Ms Surbhi A	CA Ms Bhawna	**BREAK**	BE Ms Surbhi A		**BREAK**	
B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		MA Ms Aastha	ITL Ms Arti V	BE&CSR Dr Preeti		IPM Ms Chanika MM Dr Surbhi			

(Leftmost row label: **Tuesday**)

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	BBA IV-M/E (S4)		FM Ms Kanika		CGE&SR Dr Ruchi S	SM Dr Surbhi FMI Mr Kartik	ITL&P Ms Sangeeta Sharma		BA Dr Shivani			
	B.Com(H) VI-M/E (F1)		NVF Ms Arti V		GST(NUES) Dr Priyanka	FT Dr Niti						
	BBA VI-M/E (F2)		ED Ms Nikhita		PM Dr Vandana	DM Dr Usha	ASP Ms Jasleen					
Wednesday	**B.Com.(H)II -M/E (S1)**		Corp Acc Mr Kartik	**BREAK**	BLMs Shweta	BSDr Prabal	MEMs Payal Sharma	**BREAK**	ES&SDr Rashmi		**BREAK**	
	BBA II-M/E (S2)		DTB Ms Pooja		CA Ms Bhawna	E-Comm Ms Dolly	BE Ms Surbhi A		CA Ms Bhawna			

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	B.Com.(H) IV-M/E (S3)		ITL Ms Arti V		CF Dr Pallavi	IPM Ms Chanika MM Dr Surbhi	BE&CSR Dr Preeti		IPM Ms Chanika MM Dr Surbhi			
	BBA IV-M/E (S4)		CGE&SR Dr Ruchi S		BA Dr Shivani	ITL&P Ms Sangeeta Sharma	FM Ms Kanika					
	B.Com(H) VI-M/E (F1)		GST(NUES) Dr Priyanka		FT Dr Niti	NVF Ms Arti V						
	BBA VI-M/E (F2)		ED Ms Nikhita		PM Dr Vandana	BE Ms Surbhi A	ASP Ms Jasleen					
Thursday	B.Com.(H)II -M/E (S1)		ES&SDr Rashmi	BREAK	Corp AccMr Kartik	BSDr Prabal	BLMs Shweta	BREAK	ES&SDr Rashmi		BREAK	

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BBA II-M/E (S2)		E-Comm Ms Dolly		BE Ms Surbhi A	CA Ms Bhawna	DTB Ms Pooja		E-Comm Ms Dolly		
B.Com.(H) IV-M/E (S3)		ITL Ms Arti V		BE&CSR Dr Preeti	IPM Ms Chanika MM Dr Surbhi	MA Ms Aastha		BE&CSR Dr Preeti		
BBA IV-M/E (S4)		CGE&SR Dr Ruchi S		FM Ms Kanika	FM Ms Kanika	SM Dr Surbhi FMI Mr Kartik		ITL&P Ms Sangeeta Sharma		
B.Com(H) VI-M/E (F1)		FT Dr Niti		NVF Ms Arti V	GST(NUES) Dr Priyanka					
BBA VI-M/E (F2)		DM Dr Usha		ASP Ms Jasleen	ED Ms Nikhita					

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Friday	**B.Com.(H)II -M/E (S1)**		Corp AccMr Kartik		ES&SDr Rashmi	MEMs Payal Sharma	BLMs Shweta		BSDr Prabal			**BREAK**	
	BBA II-M/E (S2)		BE Ms Surbhi A	**BREAK**	DTB Ms Pooja	BC Ms Gurmeet	CA Ms Bhawna	**BREAK**	BC Ms Gurmeet				
	B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		MA Ms Aastha	BE&CSR Dr Preeti	MA Ms Aastha		IPM Ms Chanika MM Dr Surbhi				
	BBA IV-M/E (S4)		BA Dr Shivani		CGE&SR Dr Ruchi S	SM Dr Surbhi FMI Mr Kartik	SM Dr Surbhi FMI Mr Kartik		SM Dr Surbhi FMI Mr Kartik				

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B.Com(H) VI-M/E (F1)		NVF Ms Arti V		GST(NUES) Dr Priyanka	FT Dr Niti						
BBA VI-M/E (F2)		ASP Ms Jasleen		ED Ms Nikhita	DM Dr Usha						

PRESENTATION
Assessment year 2023-24

PRESENTATION ANALYSIS
BBA

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STUDENT PRESENTATION SUBMISSION LIST BBA II (M)

Decision Techniques for Business

S.No	Enrollment No.	Name of the student	Topic	Date of Submission	Presentation (5)
1	00114101723	SRISHTI GURSEY	The diagrammatical Representation of data	13.05.2024	5
2	00214101723	PIYUSH			5
3	00314101723	OM GUSAIN			1
4	00414101723	VIPUL BHATT			3
5	00514101723	MOHD ABAAN			4
6	00614101723	PARDEEP SINGH			0
7	00714101723	ADITI BHARDWAJ	The Central Tendency of a data	13.05.2024	0
8	00814101723	CHETNA SINGH			0
9	00914101723	PRANAV GARG			0
10	01014101723	AASHIMA GILL			5
11	01114101723	GEETIKA NEGI			1
12	01214101723	RUPESH			3
13	01314101723	RAHUL GULATI	Partition Values and its application	13.05.2024	0
14	01414101723	SAHIL KHANNA			0
15	01514101723	SARTHAK BISHT			0
16	01614101723	AAYUSH BATRA			5
17	01714101723	HARSHITA BATRA			0
18	01814101723	RITIKA			1
19	01914101723	DISHA TUTEJA	Measure of Variation and different methods to measure it	13.05.2024	0
20	02014101723	SRISHTI SHARMA			2
21	02114101723	SALONI ANAND			0
22	02214101723	LAKSHAY KOHLI			1
23	02314101723	ANMOL CHOUDHARY			0
24	02414101723	VANSHIKA TYAGI			5
25	02514101723	ISHITA GOEL			2

26	02614101723	YASHIKA SANWARIA	Correlation Analysis and its application	14.05.2024		0
27	02714101723	SHUBHAM CHOUDHARY				0
28	02814101723	BHAVIKA JAIN				5
29	02914101723	NOMISH KUMAR				0
30	03014101723	ANSHPREET CHHABRA				0
31	03114101723	NAMAN SETH	Regression Analysis and its application	14.05.2024		0
32	03214101723	JAI KAPOOR				0
33	03314101723	DIVYAM SHARMA				0
34	03414101723	BHUPISHA JAIN				1
35	03514101723	SHUBHAM SHARMA				5
36	03614101723	MAINAK DAS				0
37	03714101723	ARYAN SURI	Linear Programming Problem and its application	15.05.2024		0
38	03814101723	ISHAN SHUKLA				0
39	03914101723	ANISHA GULATI				5
40	04014101723	YOGESH SINGH CHAUHAN				0
41	04114101723	MANMOHAN SHARMA				0
42	04214101723	DURVISH SHARMA				0
43	04314101723	KHUSHI SWARUP AGGARWAL	Simplex Method of Solving a LPP	15.05.2024		0
44	04414101723	UMANG ARORA				5
45	04514101723	RHYTHM MEHTA				0
46	04614101723	RAGHAV PATWARI				1
48	04814101723	PUNEET DHINGRA				5
49	04914101723	PRANSHUL ARYA	Duality and its economical interpretation	16.05.2024		1
50	05014101723	SARTHAK RAJ SINGH				0
51	05114101723	DHRUV GOYAL				1
52	05214101723	SIDDHARTH KUNWAR				5
53	05314101723	SIMRAN KAUR				0
54	05414101723	MANAV PUNDHIR	Transportation Problem	17.05.2024		0
55	35114101723	KARTIK GUPTA				5
56	35214101723	AKDAS ALI				3
57	35314101723	SUYASH GARG				0

58	35414101723	BHAVISHYA CHUGH			0
59	35514101723	AADITYA JAIN	Assignment Problem	17.05.2024	0
60	35614101723	AANYA ARORA			0
61	70114101723	ROZALI NAYAK			0

Ms. Pooja Bisht
Subject Faculty

PRESENTATION ANALYSIS BCOM (H)

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STUDENT PRESENTATION SUBMISSION LIST B.COM(H) II (M)

S.no	Enrollment No.	Name	Topic	Date of Submission	Presentation Marks (5)
			Business Statistics		
					3
1	00114188823	SANYA MANN			5
2	00214188823	NANDINI JAIN	graphical presentation of frequency distribution	01.05.2024	5
3	00314188823	NIKITA RANA			5
4	00414188823	FAREHA TARIQ			0
5	00514188823	RIYA SINGH			0
6	00614188823	VIDHI NAGPAL			1
7	00714188823	TANISHA GUPTA			0
8	00814188823	JATIN SINGHAL	Different Measure of Central Tendency	01.05.2024	2
9	00914188823	PRANAV PHARLIA			0
10	01014188823	YASHVARDHAN SINGH BISHT			2
11	01114188823	TISHA RANA			2
12	01214188823	SATYAM JHA			2
13	01314188823	VIKNESH			0
14	01414188823	DIMPLE SEJWAL	Normal Distribution	02.05.2024	0
15	01514188823	SHIVAAZ JAIN			5
16	01714188823	RIDHIMA THAKUR			5
17	01814188823	PRITY JANA			5
18	01914188823	ARCHANA BHALLA			0
19	02014188823	SUMEET SETHI			2
20	02114188823	AKANKSHA SRIVASTAVA	Method of Correlation	02.05.2024	2

			Analysis	02.05.2024	0
21	02214188823	PUNEET MANCHANDA			0
22	02314188823	AKSHAY KUMAR			2
23	02414188823	HIMANI GUSAIN			3
24	02514188823	KANISHKA JAIN			5
25	02614188823	ASHISH PRADHAN			0
26	02714188823	KRRISH KUMAR GUPTA	Mathods of Regression Analysis	03.05.2024	5
27	02914188823	AISHWARYA GOEL			2
28	03014188823	KARTIK SHARMA			2
29	03114188823	HARSHIT BHATT			0
30	03214188823	INDRANI BAIDYA			0
31	03314188823	MANISHA CHAURASIA			3
32	03414188823	ARYAN GAUR	Coefficient of Skewness	03.05.2024	0
33	03514188823	SAMARTH SHARMA			0
34	03614188823	ASMANJOT SINGH			0
35	03714188823	GUNAL AGARWAL			5
36	03814188823	NAINA GUPTA			0
37	03914188823	NEHA AGGARWAL			2
38	04014188823	AYUSHI CHAUDHARY	Types of Partition Values and their evaluation	06.05.2024	5
39	04114188823	JAHNAVI MONDRETI			0
40	04214188823	LAKSH KAPOOR			0
41	04314188823	SHIVAM GUPTA			0
42	04414188823	ANUSHI OLI			0
43	04514188823	VANYYA MEHTA			0
44	04614188823	TARINI NAGPAUL			0
45	04714188823	PRIYANSHU AHUJA	Application of Index Numbers	06.05.2024	0
46	04814188823	ASHISH PANWAR			1
47	04914188823	YASH GAUTAM			0

48	05014188823	ARNESH MATHUR			0
49	35114188823	PRAKHAR KUMAR CHOUDHARY	Different types of Measure of Variation	07.05.2024	2
50	35214188823	JATIN SABHARWAL			0
51	35314188823	MANVI ARORA			0
52	35414188823	KAVYANSHI MALHOTRA			0
53	35514188823	ISHAAN KHATREJA			0
54	35614188823	ARON KALIA			0
55	70114188823	VIDIT BAKSHI			0
56	70214188823	VEDANTH AGARWAL	Binomial Distribution	07.05.2024	0
57	70314188823	SAMEER TIWARI			0
58	70414188823	SACHIN			0

Dr. Prabal Chakraborty

Subject Faculty

PRESENTATION SAMPLE

PRESENTATION SAMPLE

BBA

Linear Programming in Business Decision Making

By: Srishti Gursey

Class - BBA II E
Roll No. - 00114101723

Understanding Linear Programming

- LP is a mathematical technique for determining the best outcome in a given scenario with linear relationships.

- LP models involve maximizing or minimizing an objective function while adhering to certain constraints.

- <u>Objective function</u>: Represents the goal to be optimized, such as maximizing profit or minimizing costs.

- <u>Decision variables</u>: Represent the choices or decisions a business can make.

- <u>Constraints</u>: Limitations or restrictions that must be considered in decision making.

Applications of Linear Programming in Business

1)Resource **Allocation:**

LP helps businesses determine the optimal allocation of resources to various tasks or projects while considering constraints such as resource availability and budget limitations.

By using LP models, businesses can ensure that resources are allocated in a way that maximizes overall productivity and profitability.

2)Production **Planning:**

Production planning involves determining the optimal production levels to meet customer demand while minimizing production costs.

By formulating production planning problems as LP models, businesses can find the most cost-effective way to allocate resources and schedule production runs, thereby minimizing idle capacity and inventory holding costs.

Supply Chain Management:

Supply chain management involves the coordination of activities such as procurement, production, inventory management, and distribution to ensure efficient flow of goods and services. Businesses can use LP models to minimize transportation costs, reduce inventory holding costs, and optimize warehouse locations, thereby improving overall supply chain efficiency and responsiveness.

Marketing Mix Optimization:

Marketing mix optimization involves allocating resources across different marketing channels to maximize returns on marketing investments. By using Linear Programming models, businesses can identify the most effective marketing mix that maximizes sales, customer acquisition, or brand awareness while staying within budget constraints.

Financial Portfolio Optimization:

Financial portfolio optimization involves balancing the risk and return of investment portfolios to achieve investment objectives such as maximizing returns or minimizing risk.

LP can be used to construct optimal investment portfolios by allocating assets across different investment options while considering factors such as expected returns, risk tolerance, and investment constraints.

By formulating portfolio optimization problems as LP models, investors can find the most efficient allocation of assets that balances risk and return according to their investment goals and preferences.

Real-Life Example of Application of Linear Programming

- **American Airlines** utilizes linear programming algorithms to optimize its flight scheduling, crew assignments, and aircraft routing.
- By optimizing flight schedules and crew assignments, American Airlines maximizes aircraft utilization and minimizes crew costs while adhering to regulatory constraints.

- **Results achieved:**
1. Increased efficiency in flight operations, leading to reduced operating costs.
2. Improved on-time performance and customer satisfaction.

- **Lessons learned and best practices:**
1. <u>Data-driven decision making</u>: American Airlines relies on accurate and timely data to feed into its LP models, ensuring that decisions are based on real-time information.
2. <u>Cross-functional collaboration</u>: American Airlines fosters collaboration between its operations, planning, and IT teams to ensure seamless integration of LP-based solutions into its business processes.

Benefits of Using Linear Programming

Enhanced decision making: LP provides data-driven insights for making informed decisions.

Improved efficiency: Optimizing resource allocation leads to increased productivity and reduced waste.

Cost savings: By minimizing costs and maximizing revenues, businesses can achieve significant cost savings.

Competitive advantage: Businesses that effectively utilize LP gain a competitive edge by maximizing efficiency and profitability.

Challenges and Considerations

Complexity: LP models can become complex, especially in large-scale applications, requiring specialized expertise.

Sensitivity to assumptions: LP solutions are sensitive to changes in input parameters and assumptions, requiring careful analysis.

Data availability and accuracy: LP relies on accurate and reliable data, which may not always be readily available.

Implementation challenges: Integrating LP into existing business processes and systems can pose implementation challenges.

PRESENTATION SAMPLE

B.COM (H)

MEASURES OF DISPERSION

Name- Manvi Arora
Enrollment No. - 35314188823
Course - BCOM (H) II M

DISPERSION

o Dispersion refers to the variations of the items among themselves / around an average.

o Greater the variation amongst different items of a series, the more will be the dispersion.

o As per Bowley, *"Dispersion is a measure of the variation of the items"*.

OBJECTIVES OF MEASURING DISPERSION

- To determine the reliability of an average
- To compare the variability of two or more series
- For facilitating the use of other statistical measures
- Basis of Statistical Quality Control

PROPERTIES OF A GOOD MEASURE OF DISPERSION

- Easy to understand
- Simple to calculate
- Uniquely defined
- Based on all observations
- Not affected by extreme observations
- Capable of further algebraic treatment

Purpose of Measuring Dispersion

- A measure of dispersion appears to serve two purposes.

- First, it is one of the most important quantities used to characterize a frequency distribution.

- Second, it affords a basis of comparison between two or more frequency distributions.

- The study of dispersion bears its importance from the fact that various distributions may have exactly the same averages, but substantial differences in their variability.

MEASURES OF DISPERSION

Absolute

Expressed in the same units in which data is expressed

Ex: Rupees, Kgs, Ltr, Km etc.

Relative

In the form of ratio or percentage, so is independent of units

It is also called **Coefficient of Dispersion**

METHODS OF MEASURING DISPERSION

Range

Interquartile Range & Quartile Deviation

Mean Deviation

Standard Deviation

Coefficient of Variation

Lorenz Curve

RANGE (R)

- It is the simplest measures of dispersion
- It is defined as the difference between the largest and smallest values in the series

$$R = L - S$$

R = Range, L = Largest Value, S = Smallest Value

- Coefficient of Range $= \dfrac{L - S}{L + S}$

INTERQUARTILE RANGE & QUARTILE DEVIATION

- ***Interquartile Range*** is the difference between the upper quartile (Q_3) and the lower quartile (Q_1)
- It covers dispersion of middle 50% of the items of the series
- Symbolically, Interquartile Range $= Q_3 - Q_1$

- ***Quartile Deviation*** is half of the interquartile range. It is also called Semi Interquartile Range
- Symbolically, Quartile Deviation $= \frac{Q_3 - Q_1}{2}$

- ***Coefficient of Quartile Deviation***: It is the relative measure of quartile deviation.
- Coefficient of Q.D. $= \frac{Q_3 - Q_1}{Q_3 + Q_1}$

MEAN DEVIATION (M.D.)

- It is also called Average Deviation
- It is defined as the arithmetic average of the deviation of the various items of a series computed from measures of central tendency like mean or median.

- M.D. from Median = $\dfrac{\Sigma\,|X - M|}{N}$ or $\dfrac{\Sigma\,|d_M|}{N}$

- M.D. from Mean = $\dfrac{\Sigma\,|X - \bar{X}|}{N}$ or $\dfrac{\Sigma\,|d_{\bar{x}}|}{N}$

- Coefficient of M.D.$_M$ = $\dfrac{M.D._M}{Median}$

- Coefficient of M.D.$_{\bar{X}}$ = $\dfrac{M.D._{\bar{x}}}{Mean}$

MEAN DEVIATION

Merits	Demerits
o Simple to understand	o Ignoring '±' signs are not appropriate
o Easy to compute	o Not accurate for Mode
o Less effected by extreme items	o Difficult to calculate if value of Mean or Median comes in fractions
o Useful in fields like Economics, Commerce etc.	o Not capable of further algebraic treatment
o Comparisons about formation of different series can be easily made as deviations are taken from a central value	o Not used in statistical conclusions.

STANDARD DEVIATION

- Most important & widely used measure of dispersion

- First used by Karl Pearson in 1893

- Also called root mean square deviations

- It is defined as the square root of the arithmetic mean of the squares of the deviation of the values taken from the mean

- Denoted by σ (sigma)

- $\sigma = \sqrt{\dfrac{\Sigma(X - \bar{X})^2}{N}}$ or $\sqrt{\dfrac{\Sigma x^2}{N}}$ where $x = X - \bar{X}$

- Coefficient of S.D. $= \dfrac{\sigma}{\bar{X}}$

Calculation of Standard Deviation

Individual Series
- Actual Mean Method
- Assumed Mean Method
- Method based on Actual Data

Discrete Series
- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

Continuous Series
- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

COEFFICIENT OF VARIATION (C.V.)

○ It was developed by Karl Pearson.

○ It is an important relative measure of dispersion.

○ It is used in comparing the variability, homogeneity, stability, uniformity & consistency of two or more series.

○ Higher the CV, lesser the consistency.

○ C.V. = $\frac{\sigma}{\bar{X}}$ x 100

Variance

- *Variance* is defined as the average of the square deviations:

$$\sigma^2 = \frac{\sum (X - \mu)^2}{N}$$

What Does the Variance Formula Mean?

- First, it says to subtract the mean from each of the scores
  - This difference is called a *deviate* or a *deviation score*
  - The deviate tells us how far a given score is from the typical, or average, score
  - Thus, the deviate is a measure of dispersion for a given score

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STUDY NOTES

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STUDY NOTES

Subject: New Venture Financing
Subject Code: BCOM 308

BCOM – III Year, VIth Semester

Topics- SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN (STEP)

The STEP Programme aims to increase the self-reliance and autonomy of women by enhancing their productivity and enabling them to take up income generaion activities. It provides training for skill upgraduation to poor and assetless women in the traditional sector viz. agriculture, animal husbandry, dairying, fisheries, handlooms, handicrafts, khadi and village industries sericulture, social forestry and wasteland development.

Objectives

1. To mobilise women in small viable groups and make facilities available through training and access to credit.
2. To provide training for skill upgradation.
3. To enable groups of women to take up employment-cum- income generation programmes by providing backward and forward linkages.
4. To provide support services for further improving training and employment conditions of women.

Implementing Agencies

The scheme is implemented through Public Sector Organisations, District Rural Development Agencies, Federations, Co-operatives and Voluntary Organisation registered under the societies Registration Act, 1860 or under the corresponding State Acts. Recipients of financial assistance under STEP are required to be bodies, organisations or agencies working in rural areas, although their headquarters may be located in an urban areas.

Target Group/ Beneficiaries

The target group to be covered under the STEP Programme includes marginalised, assetless rural women and the urban poor. This includes wage labourers, unpaid daily workers, female headed

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households, migrant labourers, tribal and other dispossessed groups, with special focus on SC/ST households and families below the poverty line.

Pattern of Assistance

(a) 100 Per cent assistance

1. Project staff and administrative cost.
2. Training- stipend, training of trainers, skill upgradation reinforcement, trainingcum-production centres and raw material for training.
3. Support to members for formation of co-operative societies, producers, workers co-operatives leading to formal legal organisation.
4. Support services-education, general awareness, health-care, sanitation, nutrition/creche facilities for dependent children, wherever convergence of these services are not available will be provided as part of the project cost.
5. Marketing support - marketing/sales personnel, stock provision and buyers credit godowns, marketing outlets, quality control and managerial support;

(b) 50 per cent assistance

Construction of individual worksheds and production centres not related with training 50 percent of the total cost on this complement will be borne by the Government of India and 50 per cent will have to be borne by the implementing agency.

(c) Working capital/raw material requirements

Financial assistance will be provided for working capital and raw material in a phased manner starting with 100 per cent during the first year, 50 per cent in the second year and 30 per cent in the third year of the project.

QUIZ SAMPLE AND ANALYSIS

Assessment year 2023-24

QUIZ SAMPLE AND ANALYSIS

BBA

Quiz

Advertising and Sales Promotion

BBA VI E

(0.1 marks each question)

1. Which among the following is a Pull Strategy?

A.   trade promotion

B.   consumer promotion

C.   sales force promotion

D.   none of these

Answer» B. consumer promotion

discuss

2.

If a company gives false message to the customers, it is known as

A.   obscene ads

B.   subliminal ads

C.   deception

D.   none of these

Answer» C. deception

discuss

3.

The plan that show time, date and frequency of an advertisement is

A. media plan

B. media schedule

C. media time

D. media space

Answer» B. media schedule

discuss

4.

Point of Purchase Ads are also known as

A. in-store advertising

B. built-in advertising

C. green advertising

D. stock advertising

Answer» A. in-store advertising

discuss

5.

Which among the following is not a mechanical test?

A. psychogalvanometer

B. techistoscope

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C.   camera test

D.   consumer dairy test

Answer» D. consumer dairy test

discuss

6.

Which of the following is more of personal medium of advertisement?

A.   internet advertisement

B.   broadcast media

C.   direct mail advertising

D.   print media

Answer» C. direct mail advertising

discuss

7.

If a company wants to build a good "corporate image," it will probably use whichofthe following marketing communications mix tools?

A.   advertising

B.   public relations

C.   direct marketing

D.   sales promotion

Answer» B. public relations

discuss

8.

A is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

A. push strategy

B. pull strategy

C. blocking strategy

D. integrated strategy

Answer» A. push strategy

discuss

9.

_____is a departments within a company that is responsible for producing some or all of that company's marketing communication.

A. full-service agency.

B. in-house agency.

C. marketing agency.

D. pr agency.

Answer» A. full-service agency.

discuss

10.

_____manage a company's brand and product line.

A.   brand assistants.

B.   brand executives.

C.   brand managers.

D.   brand associate.

Answer» C. brand managers.

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Quiz Analysis
Advertising and Sales Promotion
BBA VI E

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00124501721	2024	CHAITANYA MAHAJAN	1
2	00224501721	2024	RIDDHI PANDEY	2
3	00324501721	2024	SANYA AGGARWAL	0
4	00424501721	2024	ARYAN SARRAF	1
5	00624501721	2024	SHANTANU BHARDWAJ	1
6	00724501721	2024	SHAIL KASHYAP	1
7	00824501721	2024	LIPIKA PILANI	1
8	00924501721	2024	KASHISH	1
9	01024501721	2024	RISHABH CHAND	1
10	01124501721	2024	DISHA KASHYAP	1
11	01224501721	2024	OM PHULORIA	1
12	01324501721	2024	HARSHDEEP JHA	1
13	01424501721	2024	YAKSHI	1
14	01524501721	2024	MEDHANSH BHARDWAJ	1
15	01624501721	2024	MOHD HAMID	1
16	01724501721	2024	VANSHIKA GUPTA	1
17	01824501721	2024	JANVI CHACHRA	1

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18	01924501721		2024	YASH MEHRA	1
19	02024501721		2024	ANGAD SINGH SALUJA	1
20	02124501721		2024	SHUBHAM UPADHYAY	1
21	02224501721		2024	ABHIJEET SINGH	1
22	02324501721		2024	KANIKA GUPTA	1
23	02424501721		2024	JATIN	1
24	02524501721		2024	CHIRAG KHURANA	1
25	02624501721		2024	SAJAL MISHRA	1
26	02724501721		2024	AASHI AGGARWAL	1
27	02824501721		2024	ASHUTOSH RAI	1
28	03024501721		2024	PARAS JAIN	1
29	03124501721		2024	EKTA SHARMA	1
30	03224501721		2024	ADITYA JAIN	1
31	03324501721		2024	ABHIJEET SINGH	1
32	03524501721		2024	RYAN BAKSHI	1
33	03624501721		2024	NITESH GUPTA	1
34	03724501721		2024	KASHISH GUPTA	1
35	03824501721		2024	PREM KUMAR	1
36	03924501721		2024	KINSHUK JAIN	1
37	04024501721		2024	MAHAK BANSAL	1

38	04124501721	2024	ADITI SHARMA	1
39	04224501721	2024	TATIKONDA LAXMI NIKHITA	1
40	04324501721	2024	EMATUL MAHIN	1
41	04424501721	2024	MAYANK BHANDULA	1
42	04524501721	2024	DHAIRYA AGGARWAL	1
43	04624501721	2024	MRIDUL JAIN	1
44	04724501721	2024	UPKEERAT SINGH	1
45	04824501721	2024	MUKUL CHANDRA	1
46	04924501721	2024	PRINCE SHARMA	0
47	05024501721	2024	SAKSHI BHARDWAJ	1
48	05124501721	2024	HRIDYE KASHYAP	1
49	05224501721	2024	MANMEET KAUR	1
50	05324501721	2024	SWARNADEEP SAHA	0
51	35124501721	2024	PARNIKA AGGARWAL	1
52	35224501721	2024	ANANYA CHOPRA	1
53	35324501721	2024	SAKSHAM NIRANJAN	0
54	35424501721	2024	PRIYANSHU	1
55	35524501721	2024	GARIMA RAWAT	1
56	35624501721	2024	MANAV AMBWANI	0

QUIZ SAMPLE AND ANALYSIS B.COM (H)

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BCOM 2 M Macro Economics
(0.5 Marks each)

Question 1) Transfer Payment is

A.   Payment for goods with money

B.   Payment for goods with goods

C.   Payment with no goods exchanged

D.   None of the above

Answer: C

The government makes such payments to certain sections of society as financial aid and does not expect any returns. These transactions are known as transfer payments.

Question 2) An example of Transfer payment is

A.   Old Age Funds

B.   Disability Funds

C.   Unemployment Benefits

D.   All Of the Above

Answer: D

Transfer payments include examples like old age, disability and unemployment funds.

Questions 3) The reduction in the value of Plant and Machinery during the process of manufacturing is known as

A.   Net National Product

B.   Gross Domestic Product

C.   Depreciation

D.   Consumption

Answer: C

The process of reducing the value of assets over the course of their life is called depreciation. This happens simply with the wear and tear an asset goes through with time or regular usage.

Question 4) Gross Domestic Product is a sum of

A.   Net National Product, Disposable Income and Gross National Product

B.   Investment, Consumption, Government Purchases and Net Exports

C.   Investment, Wages, Profits and Intermediate Production

D.   All of the Above

Answer: B

Gross domestic product is calculated as a sum of Investment, Consumption, Government Purchases and Net Exports.

Question 5) The sum of the market value of _____ sums up to be Gross Domestic Product

A.   Normal Goods and Services

B.   Final Goods or Services

C.   Intermediaries

D.   All of the Above

The total value of final goods and services adds up to become the gross domestic product of an economy.

Answer: B

Question 6) Which of the following comes under GDP?

A.   Illegal Drug Sales

B.   Housework

C.   An off from work

D.   Consulting Services

Answer: D

The professional work of consulting services comes under the calculation of Gross Domestic Product.

Question 7) Which of these can be used to measure inflation?

A.   Producer Price Index

B.   Consumer Price Index

C.   Gross Domestic Product Deflator

D.   All of the above

Answer: D

The producer price index, consumer price index and gross domestic product deflator can be used to calculate the inflation in an economy.

Question 8) If inflation is at 3% and the Nominal Interest rate is at 8%. What is the real rate of interest?

A.   1%

B.   11%

C.   5%

D.   None of the above

Answer: C

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The real rate of interest is the difference between the nominal interest rate and inflation.

Question 9) With an increase in the salary, the standard of living is likely to

A.   Stay the same

B.   Rise

C.   Decline

D.   Not Related

Answer) B

As the salary of an individual rises, he is more likely to increase his spending as well, thus improving his standard of living.

Question 10) The consumer price index is based on

A.   Consumer Production

B.   Total Current Production

C.   Products purchased by a typical consumer

D.   None of the above

Answer: C

Products which are purchased by the typical consumers are what is the basis of the consumer price index.

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			BCOM 2 M Macro Economics **Quiz Analysis**	
			Name of the student	**Quiz marks out of 5**
Sr. No.	Roll No.	Year	Name of Student	
1	00114188823	2023	SANYA MANN	4
2	00214188823	2023	NANDINI JAIN	5
3	00314188823	2023	NIKITA RANA	5
4	00414188823	2023	FAREHA TARIQ	5
5	00514188823	2023	RIYA SINGH	4
6	00614188823	2023	VIDHI NAGPAL	4
7	00714188823	2023	TANISHA GUPTA	4
8	00814188823	2023	JATIN SINGHAL	4
9	00914188823	2023	PRANAV PHARLIA	5
10	01014188823	2023	YASHVARDHAN SINGH BISHT	4
11	01114188823	2023	TISHA RANA	4
12	01214188823	2023	SATYAM JHA	4
13	01314188823	2023	VIKNESH	4
14	01414188823	2023	DIMPLE SEJWAL	4
15	01514188823	2023	SHIVAAZ JAIN	3
16	01614188823	2023	MANAV PANDEY	5
17	01714188823	2023	RIDHIMA THAKUR	5
18	01814188823	2023	PRITY JANA	5
19	01914188823	2023	ARCHANA BHALLA	4
20	02014188823	2023	SUMEET SETHI	4

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21	02114188823	2023	AKANKSHA SRIVASTAVA	4
22	02214188823	2023	PUNEET MANCHANDA	4
23	02314188823	2023	AKSHAY KUMAR	4
24	02414188823	2023	HIMANI GUSAIN	4
25	02514188823	2023	KANISHKA JAIN	5
26	02614188823	2023	ASHISH PRADHAN	3
27	02714188823	2023	KRRISH KUMAR GUPTA	5
28	02914188823	2023	AISHWARYA GOEL	4
29	03014188823	2023	KARTIK SHARMA	4
30	03114188823	2023	HARSHIT BHATT	5
31	03214188823	2023	INDRANI BAIDYA	3
32	03314188823	2023	MANISHA CHAURASIA	5
33	03414188823	2023	ARYAN GAUR	4
34	03514188823	2023	SAMARTH SHARMA	3
35	03614188823	2023	ASMANJOT SINGH	5
36	03714188823	2023	GUNAL AGARWAL	5
37	03814188823	2023	NAINA GUPTA	5
38	03914188823	2023	NEHA AGGARWAL	5
39	04014188823	2023	AYUSHI CHAUDHARY	5
40	04114188823	2023	JAHNAVI MONDRETI	5
41	04214188823	2023	LAKSH KAPOOR	4
42	04314188823	2023	SHIVAM GUPTA	4
43	04414188823	2023	ANUSHI OLI	4
44	04514188823	2023	VANYYA MEHTA	3

45	04614188823	2023	TARINI NAGPAUL	4
46	04714188823	2023	PRIYANSHU AHUJA	4
47	04814188823	2023	ASHISH PANWAR	4
48	04914188823	2023	YASH GAUTAM	4
49	05014188823	2023	ARNESH MATHUR	4
50	35114188823	2023	PRAKHAR KUMAR CHOUDHARY	5
51	35214188823	2023	JATIN SABHARWAL	5
52	35314188823	2023	MANVI ARORA	4
53	35414188823	2023	KAVYANSHI MALHOTRA	4
54	35514188823	2023	ISHAAN KHATREJA	3
55	35614188823	2023	ARON KALIA	5
56	70114188823	2023	VIDIT BAKSHI	5
57	70214188823	2023	VEDANTH AGARWAL	3
58	70314188823	2023	SAMEER TIWARI	4
59	70414188823	2023	SACHIN RAWAT	4

ASSIGNMENT
Assessment Year 2023-24

ASSIGNMENT
BBA

Submitted to :- Ms. Arti Vaish.   Submitted by :- Aastha Gupta

| |

TOPIC .... DATE .... BBA4?
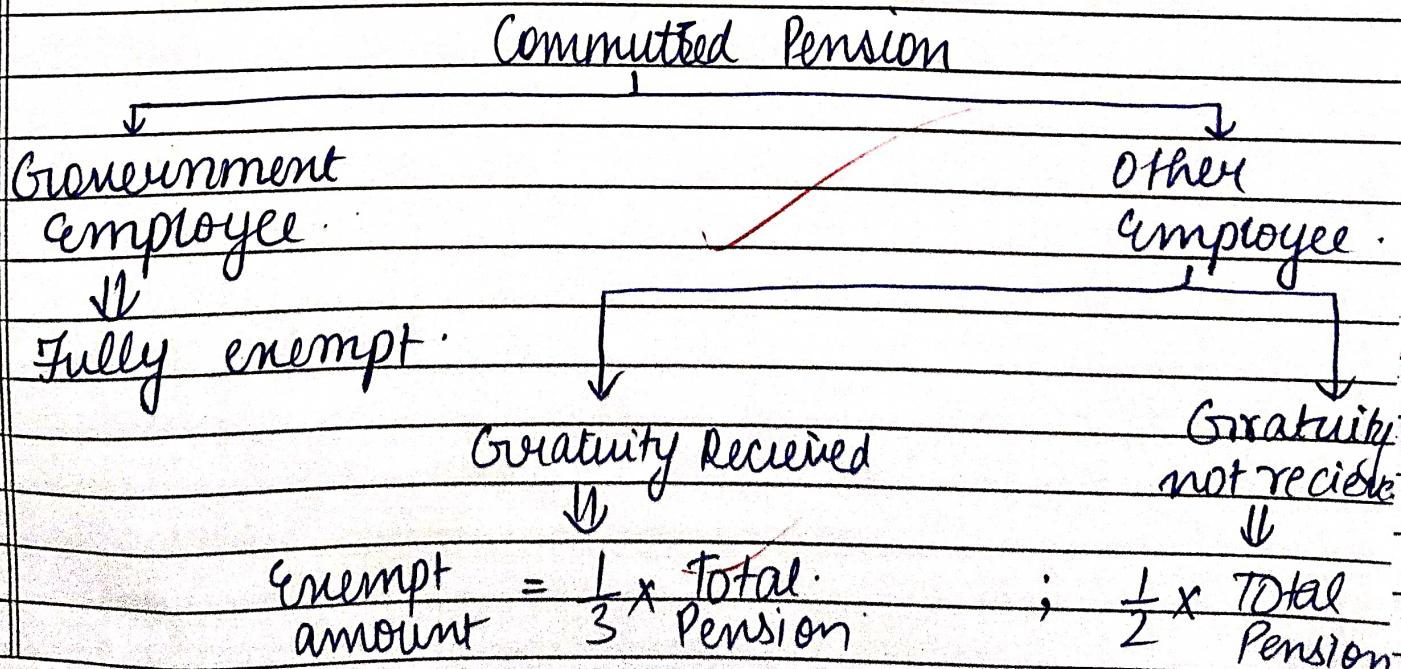
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Income Tax Laws

ASSIGNMENT - 1

Ques 1. What are the provisions of income tax act regarding commutation of pension?

The Provisions regarding commutation of pension under the Income Tax Act allow for a portion of the Pension to be committed into a lum sum amount.

The tax treatment varies depending on whether it's a government or non- government employee.

For govt. employees, the commuted portion is fully exempt from tax. For non- government employees, it depends on certain factors like whether the employer is covered by the Pension Act 1995 or not.

Committed Pension

```
              Committed Pension
              /                    \
   Government                        Other
   Employee.                        Employee.
      ↓↓                          /        \
  Fully exempt.          Gratuity Recieved    Gratuity
                              ↓↓              not recieve
                         Exempt  = 1 × Total.  ;  1 × Total
                         amount    3  Pension       2   Pension
```

Exempt amount $= \frac{1}{3} \times$ Total Pension   ; $\frac{1}{2} \times$ Total Pension

Ques2. What are fully taxable and fully exempted allowances?

Ans • Fully taxable allowances

All those that are fully subject to income tax when recieved by an employee.
Some fully taxable allowances are Dearness allowances (DA), medical allowances, lunch/tiffin allowances, overtime allowance, family allowance, servant allowance and more.

• Fully exempted allowances

These are not subject to income tax.
Some fully exempted allowances are house rent allowance, conveyance, children's education, travel, medical expenses.

Ques3. what are exceptions to second condition to know become a resident?

Ans second condition to become a resident states that can individual is considered a resident if he has been in India for atleast 365 days during the last 4 years proceeding the previous year and is in India for atleast 60 days during the previous year.

→

Q4.

S. No.	Particulars	Amount
1.	Profit from Business in Uganda recieved in India.	100,000.
2.	Income from Business in America contro-lled from Kanpur.	240,000
3.	Rent from house property in Agra recieved in from London.	120,000
4.	Income from Business in Hydera-bad controlled from Switzerland	220,000
5.	Rent from house property in Europe recieved there but later on remitted to India.	150,000
6.	Interest from deposits with an Indian company recieved in England.	500,000

Exception to this second conditions are :—

a. Citizen of India who leaves India in any previous year for the purpose of employement but stays in India in the relevant previous year for 182 days or more.

b. He is member of crew of Indian ship but stays for atleast 182 days in previous relevant years.

c. If any citizen of India or a ~~previous~~ foreign nation of Indian origin, who is living outside India, comes or a visit to India in previous year, with total income more than 15 lakh and stays for atleast 120 days or has total income of less than 15 lakh and stays for atleast 182 days.

Qy. From the following income of Mr. Lakshaman compute the total taxable income for the assessment year 2022-23 if he is a

(i) A resident year
(ii) Non-ordinary resident
(iii) Non resident of India.

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←

Particulars	ROR	NOR	NR
I Income recieved in India:-			
1. Profits from business in Uganda recieved in India.	100,000	100,000	100,000
4. Income from business in Hyderabad, controlled in Switz.	220,000	220,000	220,000
II Income arises in India:-			
3. Rent from house property in Agra recieved in London	120,000	120,000	120,000
III Income arises outside India:-			
5. Rent from house property in Europe recieved there but later on remimitted to India.	100,000	—	—
IV Income arises outside India from business setup in India:-			
2. Income from Business in America controlled from Kanpur	240,000	240,000	—
6. Int. from deposits with an Indian co. recieved in England	500,000	500,000	—

⑤

27/04/24

ASSIGNMENT
BCOM. (H)

:- Aryan Gaur
:- B com 2M (H)
:- 03414188823

Date: 17|05|2024   Page: _____
Topic: Macro Economics   Assignment

Q1 What is Multiplier? How does it work in an Economy?
Q2 Explain why an increase in gouerment spending has a greater Multiplier effect on Equilibrium output compared to an Equal reduction in taxes?

Ans 1:- A Multiplier is a concept in economics that measures the effect of a change in one economic variable (like gouerment spending on investment) on another variable (like national income or GDP) it reflects the impact of an initial change in spending on the overall economy.
The Multiplier effect work based on the idea of induced spending when there's an injection of funds into the economy (e.g through gouerment spending or investment), this initial spending create income for someone else. This person, in turn, spends a portion of that income, which becomes income for yet another person, and so on. The Multiplier effect Captures this chain reaction of spending throughout the Economy.

Ans 2:- Now let's consider why an increase in gouerment spending has a greater Multiplier effect on Equilibrium output compared to an Equal reduction in taxes:-
1) Nature of spending:- when the gouernment increases spending it directly injects funds into the Economy

which creates immediate demand for goods and services. This spending typically ripples through various sectors, boosting incomes and generating further spending.

2. Income Effect :- Government spending directly increases the overall demand in the economy. As this spending flows through various sectors, business see on increase in sales, leading to more hiring and production. The additional income generated from this increased economic activities further stimulate spending.

3. Marginal Propensity to consume (MPC):- The Multiplier effect is influenced by the MPC, which is the Proportion of additional income that household spend. when the government spends more, this directly adds to aggregate demand.
In Constant, a tax cut may not result in as large a boost in spending because individuals may choose to save some of Extra income rather than spend it all.

4. leakages & savings :- when taxes are cut, individual may not spend the entire tax reduction some might save or use it to pay off debts. This reduces the immideate impact on consumption and consequently, on overall economic activity.

<u>Multiplier Size</u> :- The size of Multiplier depends on how much of each additional dollar of income is spent rather than saved. Government spending tends to have a higher multiplier effect because a significant Portion of the funds is typically spent rather than saved.